

MODERN PACKAGING

7TH TIER

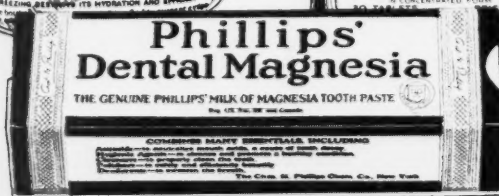
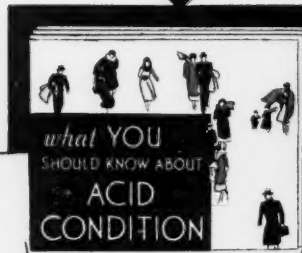
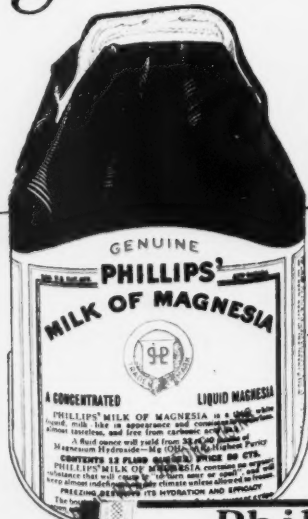


BROOKS & PORTER

Combats
acid
condition
Scientifically

PLEASE
TAKE
ONE

Three of the celebrated
Phillips' magnesia products
are presented in a group
in this practical and
effective counter display
so that the newer products
are stimulated by associ-
ation with the well-known
Phillips' Milk of Magnesia.



This display is one of the most effective in
devices ever used.

We can create an equally effective idea
increasing the sales of your product at the point
of purchase. Let's talk it over.

BROOKS & PORTER

304 HUDSON STREET, NEW YORK

WALKER 5-9494

R

rated
ducts
oup
nd
y

Proper Packaging

.. a new science

*"The cleverest men are those who
know how to tell the truth."*

Uncle Jake

WHAT kind of a package should be used on cocoanut sold in Alaska? On fruits in England? On breakfast foods in Brazil? Or most important of all—on your own product in your own market? These and many other similar problems can readily be answered by the KVP Research Department, specializing in the new science of proper packaging.

KVP scientists have recently discovered new principles of packaging. These new packaging methods apply in **YOUR** field. They will help **YOU** to deliver your products to the consumer in fresher, better, more appetizing condition.

Send for "TRUTH," the interesting book that tells the story of modern food packaging. Find out how you can assure your products the utmost protection on their travels between your plant and the consumer's table.



Kalamazoo Vegetable Parchment Company
Parchment (Kalamazoo County), Michigan

KVP PROTECTIVE PAPERS

DECEMBER, 1932

DECEMBER,

1932

VOLUME 6

NUMBER 4

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor.
LAWRENCE LEY and PERRY H. BACKSTROM—Eastern Advertising Repre-
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MODERN PACKAGING

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Color plates used on the front cover of this issue have been furnished through the courtesy of the Sylvania Industrial Corporation.

Every reader will be interested in the announcement, on page 29 of the "All-American Twelve." An entry blank, to be used in submitting packages for this contest, is included with this issue. There is no entry fee.

Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western Office, 221 N. LaSalle St., Room 617, Chicago, Ill. Telephone Randolph 6336. Australian Agents, Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$6.00. Foreign \$5.00. Single copy 35 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.

"CAN YOU LOWER OUR COSTS?"

Our Answer to Packaging Executives Is, In Most Cases, "Emphatically Yes!"

WE'RE doing it for producers of packaged products the country over. Replacing two or three machines with one. Reducing labor costs, often by one-half, sometimes even more. Releasing high-priced floor space for other uses. Cutting corners on wrapping materials, too.

For instance, now Parke-Davis requires only one Redington Cartoning Machine instead of two old type for cartoning their Glaseptic Ampoules—two operators instead of four. A Redington combination Wrapping and Cartoning Machine packages Baker's Premium Chocolate at twice the speed, with half the floor space, with one unit instead of two previously used. A single Redington Machine turns out as many cartons of Colgate's Dental Cream as three did before—with less labor than any one of the three obsolete units.

Never was it so important to find out what we can do for you. Write us, sending samples—now.



Higher Speed — Lower Cost

For years Redington Butter Cartoning Machines have packaged "Louella" Butter for the American Stores Co. This year new Redingtons were purchased because of the economies resulting from 35% higher speed and greatly improved design.

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

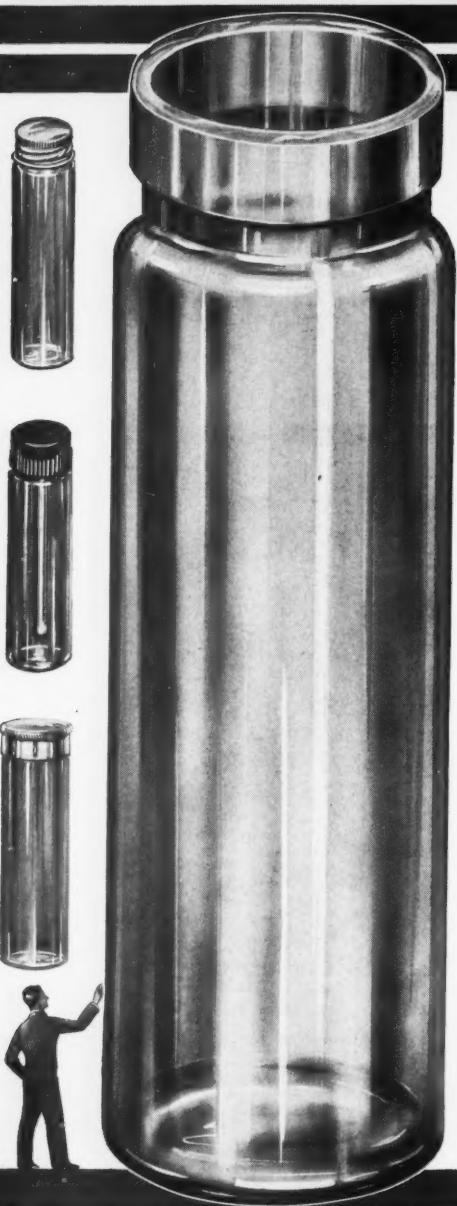
REDINGTON

|| Packaging || || Machines ||



Economical for Packaging - Cartoning - Labeling - Wrapping

*The appeal of Glass is
immediate and lasting*



Glass

packages today hold the center of the merchandising stage. They are individual show-windows for your products. Their crystal walls radiate purity and quality—their appeal creates new sales.

It is not by chance or guesswork that America's great drug, pharmaceutical and perfume manufacturers specify and use Kimble Glass Vials for packaging their products. They know that Kimble Vials are automatic machine-made for maximum uniformity—that they are retempered for maximum strength and insurance against strains and weak spots—that their light weight minimizes handling and shipping costs—that they are fabricated only of high grade technical glass in the finest plant of its kind in the world.

♦ ♦ ♦

To save time, money and packaging worries, consult Kimble. Valuable advice on both small glass containers and attractive closures is yours for the asking. Complete new illustrated Kimble Vial Catalog—with prices and specifications—mailed promptly on request.

KIMBLE GLASS COMPANY



VINELAND, NEW JERSEY.

New York, 1440 Broadway; Philadelphia, 1616 Walnut Street; Boston, 131 State St.; Chicago, 23 N. Desplaines St.; Detroit, General Motors Bldg.



Pioneer Belts and Brighton Garters in Bakelite Molded dual-use containers.

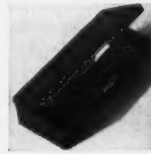
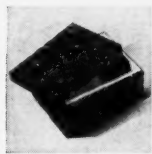
Bakelite Molded dual-use Containers *help this manufacturer's sales*

HUNDREDS of different products, from cosmetics to belts and garters, are made more inviting to the buyer when displayed in attractive dual-use containers formed of Bakelite Molded. During the past few years scores of manufacturers have found that these containers increase sales and profits.

Successfully tried in 1931 with one or two items, the Pioneer Suspender Co. have this year added others, and also increased the variety of styles of Bakelite Molded dual-use packages. One of the containers shown, used as a belt box, is of black Bakelite Molded with a brilliant red cover. In after-use it serves as a handsome

cigarette humidor. The other box is of Bakelite Molded in a duotone brown. Two others are designed for after-use as ash trays.

These few examples merely suggest the almost endless variety of ways in which Bakelite Molded may be used to aid in packaging and merchandising many products. Bakelite Molded closures, containers and displays are helping the sales of hundreds of manufacturers. We would welcome an opportunity to cooperate in working out a plan to meet your needs. Write for a copy of Booklet 8C, "Restyling the Container to Increase Sales". You will find it interesting and informative.



BAKELITE CORPORATION, 247 Park Avenue, New York, N.Y. 43 East Ohio Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

The registered trade mark shows above distinctive materials manufactured by Bakelite Corporation. Under the capital "B" is the Bakelite logo. The registered trade mark shows above distinctive materials manufactured by Bakelite Corporation. Under the capital "B" is the Bakelite logo.

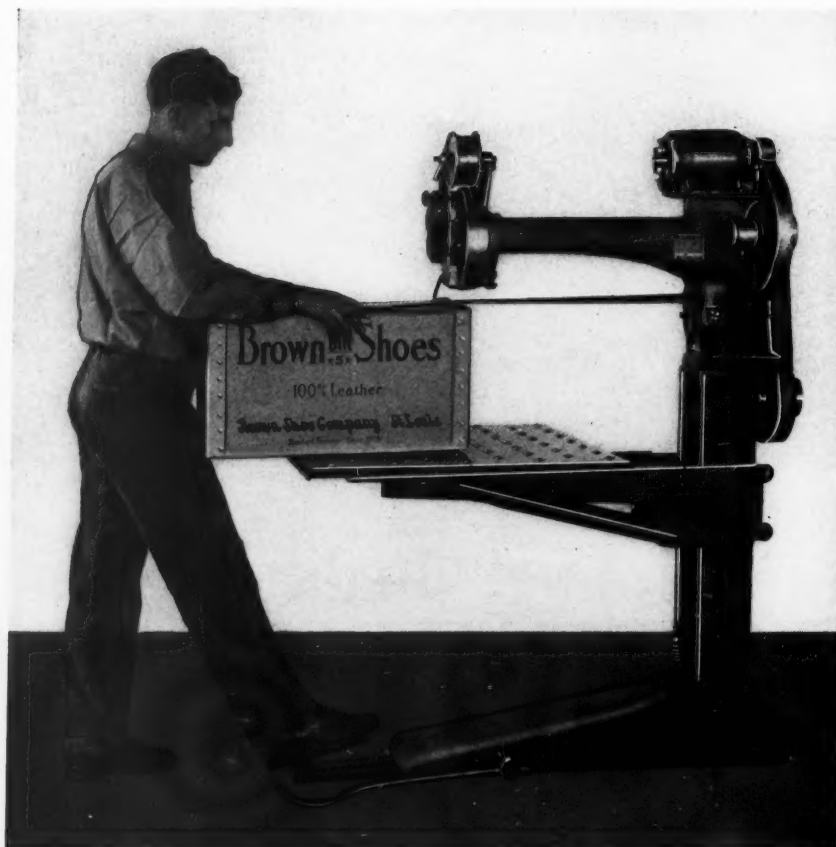
THE MATERIAL OF A THOUSAND USES

DECEMBER, 1932

5

THE MODERN TOP STITCHER

With Power Lift Table



WITH present equipment the operator has to lift every case up to the proper level and then rehandle it after it is stitched with consequent fatigue to the man, loss of time, and possible strain and damage to the case. The work table also has to be adjusted for every different size of box.

The new Bliss Top Stitcher has the work table operated by a motor, a balanced foot pedal controlling the raising and lowering of the table. A lever actuated by the top of the case automatically stops each box at just the right

height for the blade anvil to enter under the stitching flaps, eliminating hand adjustment. No case need be lifted by hand as the machine will raise a 90-lb. case as easily and as quickly as one that is empty.

Dozens of these machines are in daily use in large Meat Packing, Shoe Manufacturing, and other plants.

Write the nearest Bliss-Latham Office for full information.

BLISS-LATHAM CORPORATION

Manufacturers of Wire Stitching and Adhesive Sealing Machinery for All Types of Fibre Containers

GENERAL OFFICES: NIAGARA FALLS, N. Y.

New York Office:
28 West 23rd Street

Sales Offices or Agents in Principal Cities

Chicago Office:
1143 Fulton Street

The Wrapper that solicits new business while it holds fast to the old....

When a housewife steps up to the counter and says, "A pound of butter, please,"—or "I'd like some fillets,"—or asks for any other food product, she instantly gets the impression of *grade-A quality* in the product when she sees it wrapped in Paterson *Genuine Vegetable Parchment*.

Because, for one thing, women all over this country now know that Paterson *Genuine Vegetable Parchment* is absolutely *insoluble*—even in hot grease or boiling water. They know it is *grease-proof*, *odorless*—*tasteless*! They know it is positive protection against taint from the outside.

They know this because of their experience with Patapar, the nationally advertised and widely used household parchment which protects foods in the refrigerator from cross-contamination—and in cooking, prevents the spread of odors, saves fuel and protects the original, fresh food flavors. Millions of women have learned to identify Paterson *Genuine Vegetable Parchment* by the famous Keymark.

Safeguard the original flavor of your food product, as well as its appearance, *all the way to the consumer's table*—with Paterson *Genuine Vegetable Parchment*—and you win new customers and hold fast to the old. Samples gladly sent on request... **Paterson Parchment Paper Company, Passaic, N.J.**
Sales Branches: Chicago, Ill. and San Francisco, Cal.

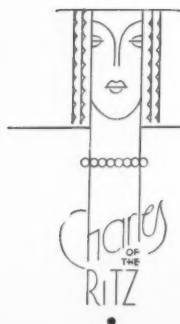


Hundreds of leading brands of packaged foods now carry this Keymark on their wrapper. This nationally advertised symbol of wrapper protection comes in two sizes... $\frac{3}{4}$ inch or 1 inch high. It will be included anywhere on your printed wrappers, at no extra cost. It is a simple, effective way of telling your customers that your product is carefully protected.

PATERSON *Genuine* VEGETABLE PARCHMENT

Commercial Patapar

The Insoluble, Grease-proof Wrapper for Quality Products



WHEN THEY ALL BELONG TO ONE FAMILY

why not dress them up alike?



PEOPLE aren't so good on names, but show them a picture they like and they'll remember it for weeks to come. That's the practical psychology back of relating all the packages in your line to each other. Customers may forget what you call it, but they won't forget what it comes in.

Charles of the Ritz gives smart application to this whole idea in a group of products intended for the treatment of scalp and hair. Bottles in the scalp-kit are clear, and the amber, yellow, and green liquids sparkle through effectively. Labels are all the same design—a handsome black and silver. And the caps on

each bottle are molded of Durez.

Charles of the Ritz is simply one of scores of manufacturers who find it the better part of merchandising wisdom to use Durez. People actually look for these colorful closures. They like the attractive tones, they like the way the caps screw on and off in a twinkling, and they like them because they grip firmly. And even the strongest solutions have no effect on Durez closures!

We do not perform the actual molding operations in making closures, trays, jars, and packages of all descriptions, but furnish the raw material to the molder with whom

you work. . . . If Listerine, Squibb, Zonite, Parke-Davis, Iodent, Pinaud, Dorothy Gray, Palmolive, Ambrosia and dozens of other national leaders find it profitable to use Durez, isn't there something here worth your looking into?

Write for full information to General Plastics, Inc., 121 Walck Rd., N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.

DUREZ
Reg. U. S. Pat. Off.
THE PERFECT MOLDING COMPOUND

FASHION YOUR BOX —FOR THAT NEW LOOK—

Dress it up in a new box paper which is styled to the new fashion for feminine charm and elegance. Louis Dejonge & Co. presents «Romance Prints», a brochure of new papers for new boxes. Send for samples.

—LOUIS DEJONGE & CO.
NEW YORK
PHILADELPHIA
CHICAGO

42 m/m continuous thread

21 m/m 3 lug Duplex Seal

25 m/m Phoenix double shell continuous thread

58 m/m Double shell continuous thread caseal type

37 m/m Special 2-Piece continuous thread

52 m/m 4 Lug Duplex Seal

34 m/m 2 lug Amerseal Type metal cap

44 m/m Phoenix C. T. Cap

58 m/m Regular continuous thread

90 m/m continuous thread

23 m/m continuous thread molded cap

ALL DIFFERENT

... yet all the same

to this machine

Perhaps you are using a molded cap on your container. Two months from now a new product or a change in one of your existing products may require your using a different size or type of cap.

Changes in containers and caps are rapid these days. And if you are to meet these changes without waste, without excessive cost, your production machinery must be flexible and readily adaptable to new needs.

This Pneumatic Screw Capping Machine has been designed with these modern requirements in mind. It handles a wide variety of sizes and shapes of containers with but minor adjustments and with the minimum of equipment. A newly developed sensitive chuck gently handles all types of decorated metal and plastic screw caps without marring and guarantees positive sealing to any desired tension. Write to the nearest branch office for complete information.

PNEUMATIC MACHINES

- Carton Feeders—Bottom Sealers
- Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Wrapping Machines (Tight and Wax)—Capping Machines—Labeling Machines—Vacuum Filling Machines (for liquids or semi-liquids)—Automatic Capping Machines—Automatic Cap Feeding Machines—Tea Ball Machines

PNEUMATIC SCALE PACKAGING MACHINERY

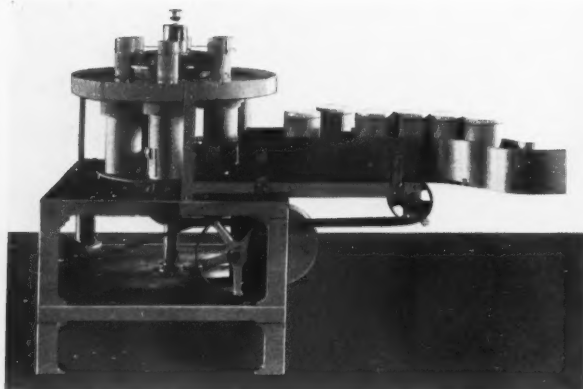
Standard Automatic Machine Division
PNEUMATIC SCALE CORP., LTD., 71 NEWPORT AVE.
QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan Ave.; San Francisco, 390 Market St.; Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 9 Whitehall, London, England

SERVICE

with a capital

“S”



This machine is known as the Packomatic Shrinker. It is used for tightly sealing caps or covers on to paper tubes as well as to make a more uniform surface for labeling.

The tubes, which previously are end glued, and to which covers have been applied, are automatically turned into the rotating heads which are equipped with electric heating elements. Each unit operates at a speed up to 60 tubes per minute.

The World Revolves, people live, Industry thrives on Service.

All of us serve in some way our fellowmen, and, great or small, our service takes its place in the record of human progress.

To serve Industry, so that industry may itself serve has always been and will continue to be our governing spirit and motive.

To build our Packomatic Machines better and better always . . . to develop and build new machines for special packaging problems . . . to increase production and lessen costs . . . in short, to serve the packaging industries with the best and most modern production machinery that can be built—that is our contribution to “SERVICE.” Inquiries are solicited from concerns confronted with production problems of any kind requiring the use of modern, efficient machinery.



PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

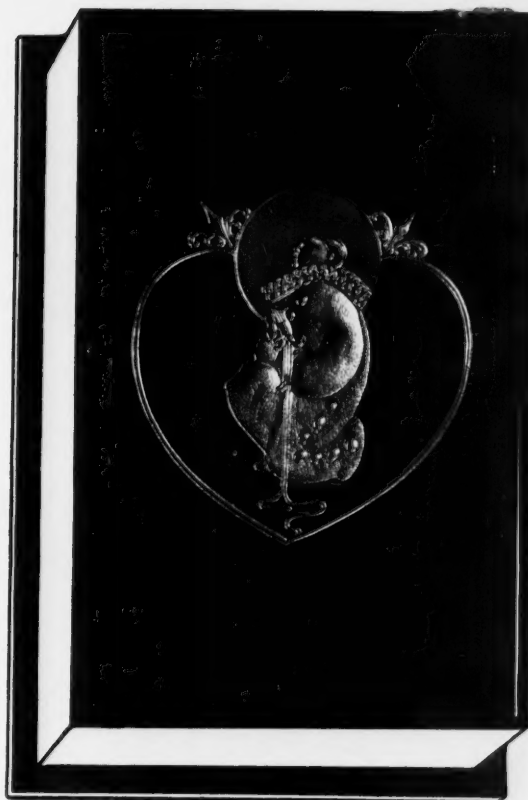
NEW YORK

CLEVELAND

LOS ANGELES



First Choice!



Paper Courtesy Louis Dejonge & Co., New York, N. Y.

● Packages that have gleaming, scintillating decoration are almost invariably preferred by the consuming public. This has been proved time and time again. Why not give your package the selling advantage of this popular form of decoration? It is very moderate in cost.

BRIGHTEN ROLL LEAF PROCESS

of stamping and embossing is done in one operation and most printers are equipped to do it. Be sure to specify Brighten Roll Leaf to get the most brilliant and enduring effects. Write for samples showing stampings of gold, silver and metallic colors.



THE H. GRIFFIN & SONS CO.

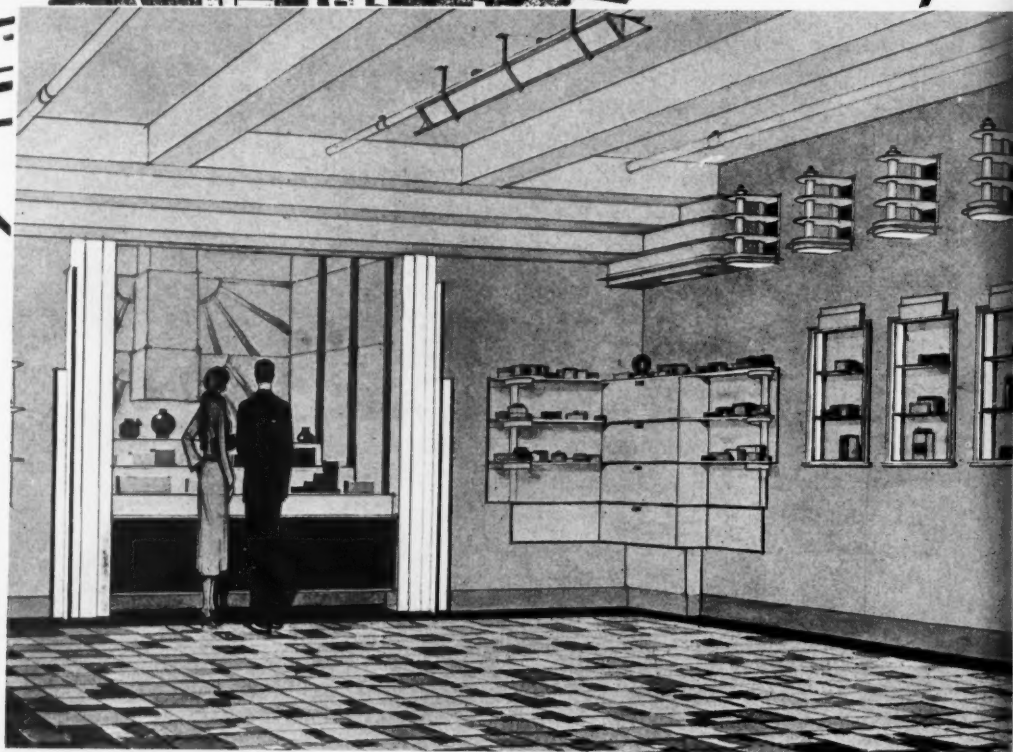
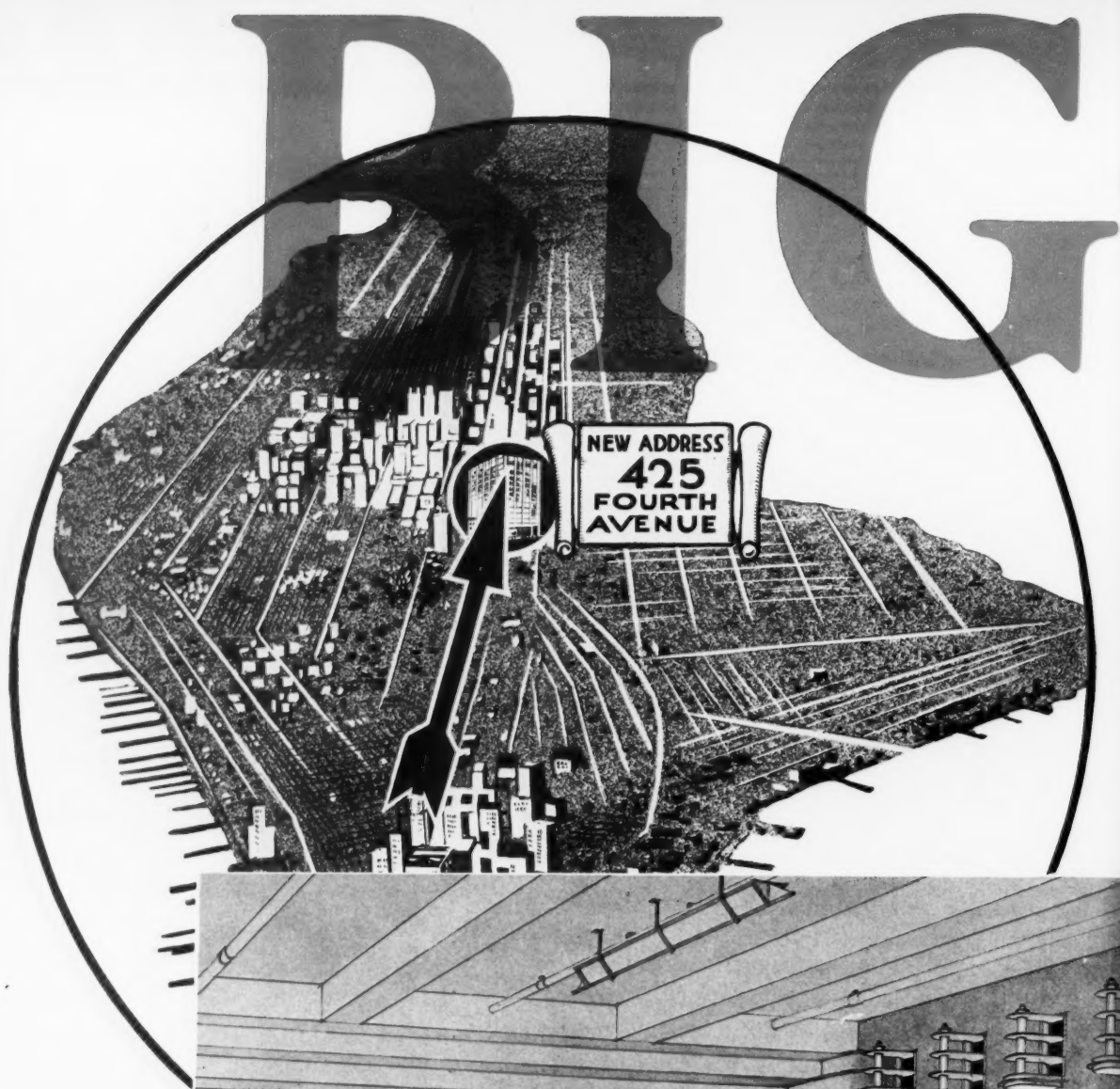
Brighten Leaf Division

65-67 DUANE ST., NEW YORK

CHICAGO: 701 So. Dearborn St.

BOSTON: 222 Summer St.





M O D E R N P

-to serve a *BIG Industry*

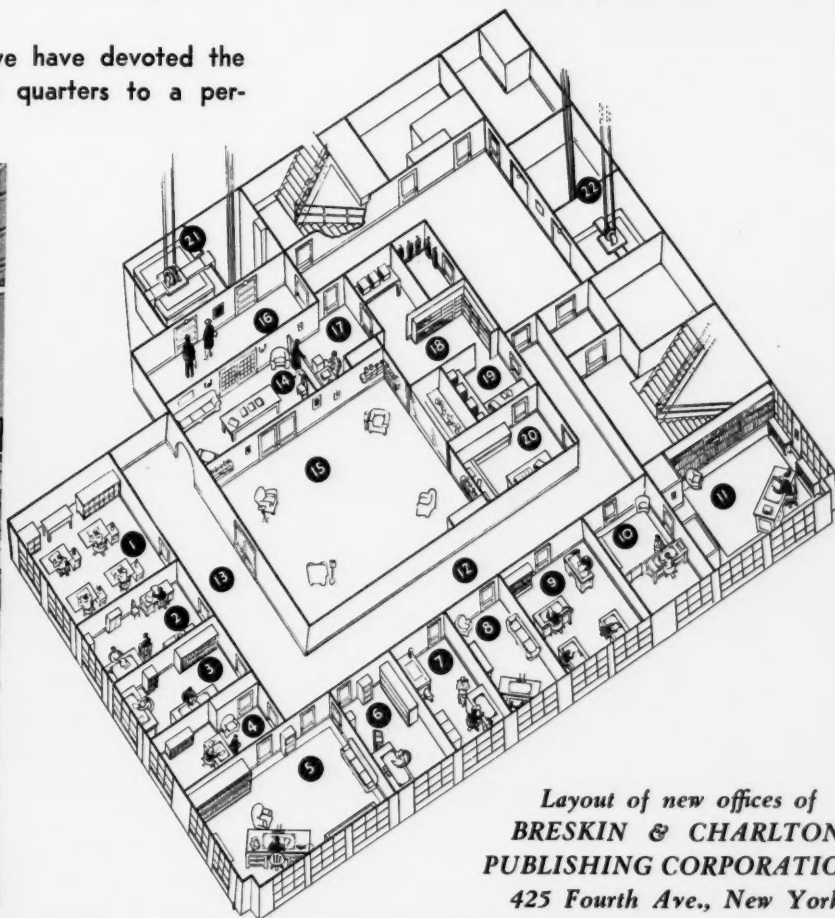
THE sensational growth of the packaging industry is one of the amazing business developments of the past decade. Today there are few industries that can compare in volume of output with the packaging industry.

Since MODERN PACKAGING was first published five years ago, it has spared neither effort nor expense to serve the industry in the most helpful manner.

In line with this policy, we have devoted the largest room in our new quarters to a per-

manent packing exposition. Here may be seen in appropriate settings packages of every size, shape and material—as well as photographs of the very latest developments in packaging equipment and machinery.

A cordial invitation is extended to everyone interested in any phase of packaging to call and view this unusually comprehensive exhibition.



*Layout of new offices of
BRESKIN & CHARLTON
PUBLISHING CORPORATION,
425 Fourth Ave., New York*

PACKAGING



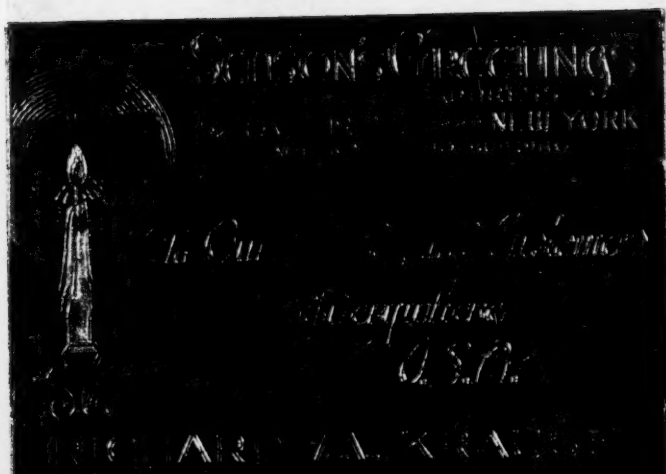
Send this advertisement with your present packaged products for analysis and suggested ways of improving the sales-appearance. - No obligation will be incurred.

SPECIALISTS
In Producing
Designs and
Printing
Plates For
Better
Package
Designs

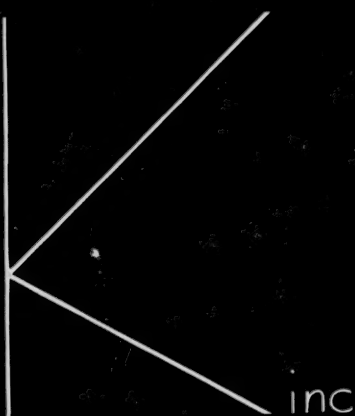
PUT YOUR PACKAGE DESIGN AND ENGRAVING PROBLEMS UP TO

CRESCENT ENGRAVING CO.

KALAMAZOO • MICHIGAN



rm



inc

HUNDREDS

of successful, nationally-known products are packaged and sold in R. C. Fibre Cans because of their many excellent merchandising features. Samples furnished on request.



Let us figure on your requirements

We have unexcelled facilities for manufacturing all types and sizes of fibre cans and mailing tubes. Our Service Department will gladly help you to determine on the design, size, and shape of can and also the most convenient closure for your product — without any obligation on your part.

R.C.CANCO.
ST. LOUIS, MO.

Factories at St. Louis and Rittman, Ohio



SYLPHRAP

From Coast to Coast

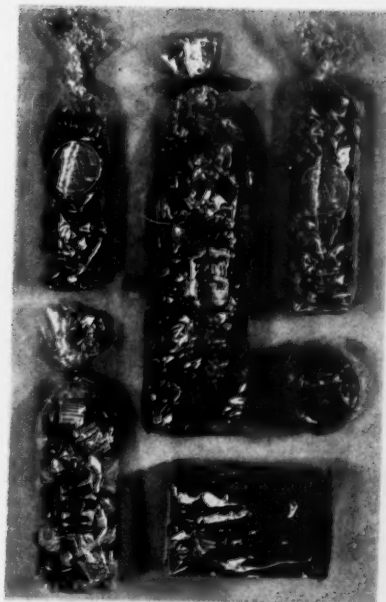
Candy is being wrapped in SYLPHRAP to preserve its delicious flavor and velvety texture, to realize its greatest possible potential selling power, and as an outer protection to the Candy box.

The crystal-clear transparency and the remarkable lustre of SYLPHRAP will show to best advantage the beautifully designed Holiday gift box, and make it an outstanding popular package on shelf or counter.

SYLPHRAP, plain or moisture-proof, is also used in window cartons for Candy, in Candy bags, bon-bon cups and many novelty combinations for showing the Candy to best advantage.

Made in plain white and moisture-proof and in eleven beautiful sparkling colors.

Write us for samples and prices.



SYLVANIA INDUSTRIAL CORPORATION

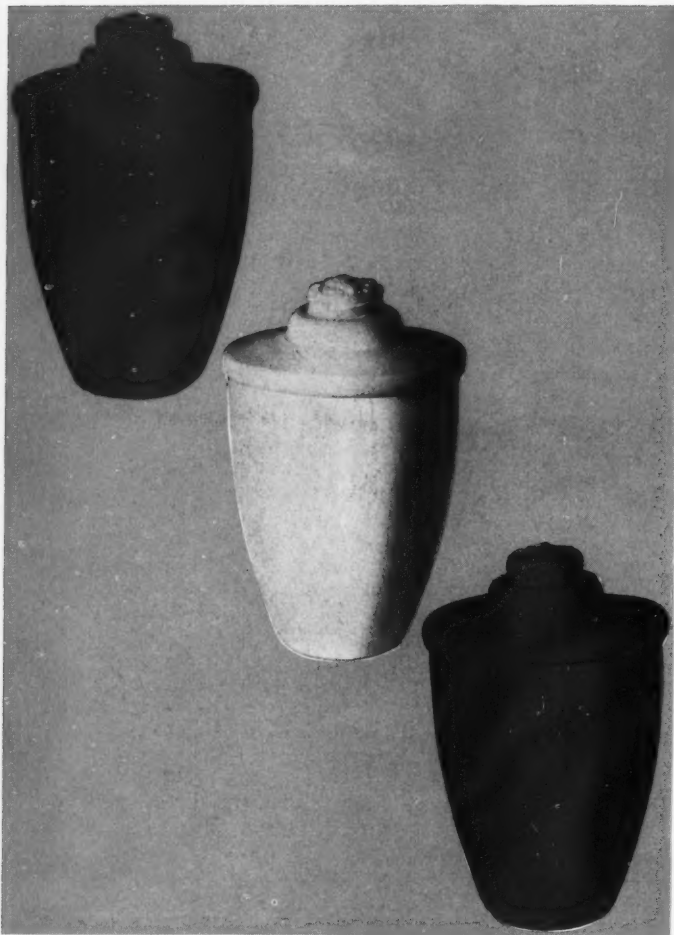
Executive and Sales office—
122 East 42nd Street, New York City
Works: Fredericksburg, Va.

BRANCH SALES OFFICES

201 Devonshire Street . Boston, Mass.
1014 Glenn Building . Atlanta, Ga.
325 West Huron Street . Chicago, Ill.

DISTRICT AGENCIES

Blake, Moffitt & Towne,
41 First Street, San Francisco, Calif.
Pollock Paper & Box Co.,
Dallas, Texas
Pollock Bros. & Co., Ltd.,
420 LaGauchetière St., W.,
Montreal, Can.



This

unique colorful container sells merchandise when nothing else will. It creates a steady demand for products packaged in this attractive form because of the many uses to which the container can be put in the home.

For products inherently lacking in color appeal or lagging in sales—these popular molded containers offer an extraordinarily effective means of creating new consumer interest. Note how readily the container can be converted into a cup by screwing cover into bottom.

Made in a variety of attractive colors and color combinations.

Write us for further particulars about this novel "dual use" container.



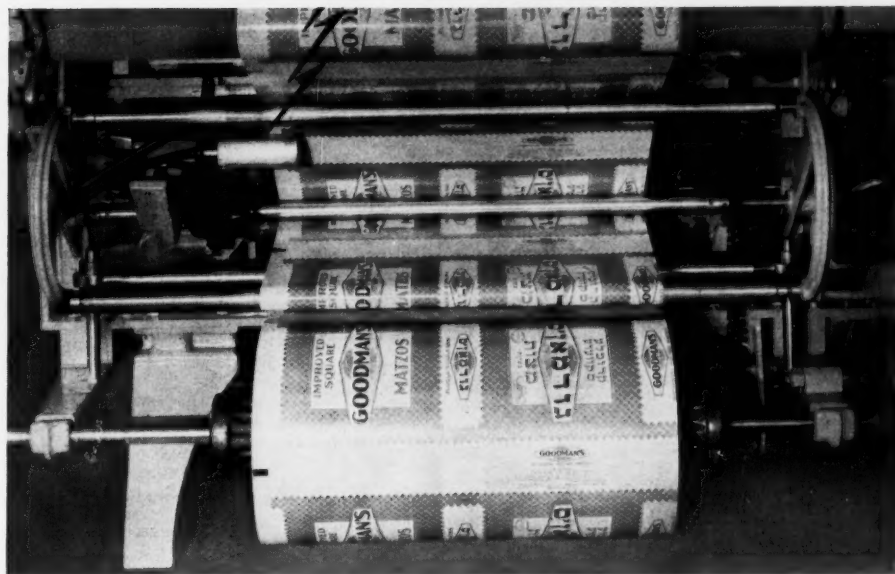
Molded by Kurz-Kasch Co.

SOLD EXCLUSIVELY BY
HARVEY JOHNSON CORP.
 8 Murray St., New York

What the **ELECTRIC EYE**



can do for
your Packages



Johnson Automatic Wrapping Machine for Located Panel Designs on Printed Waxed Paper

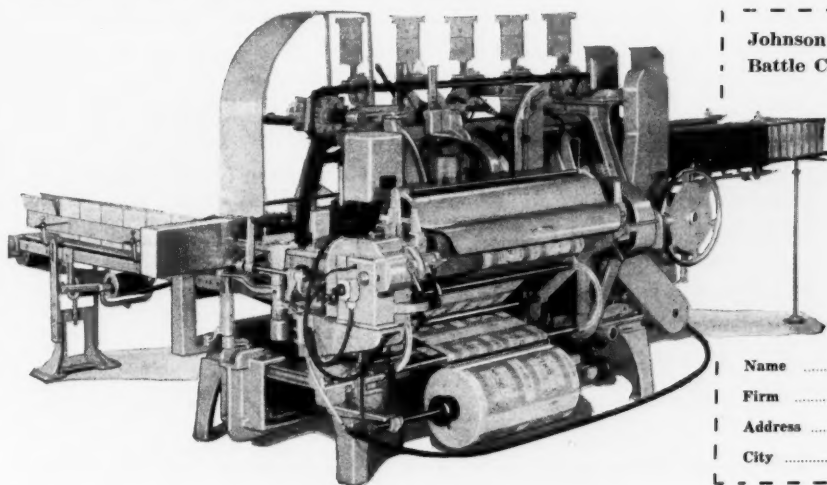
A NEW machine—a new means of bringing your printed package design out from under the waxed paper wrapper—to the surface where it shows with full glossy brilliance. A new package!—All based on the uncanny skill of the modern photo-electric cell—the **ELECTRIC EYE!** Engineered by Johnson.

Notice the black squares on the left hand edge of the paper. When these pass under the cell it “sees” them and the paper is cut. Every wrapper, at last, can be uniformly the same—not with an all-over design, but in panels for front, back, top, bottom and sides. This new type wrapping machine *locates panel designs* uniformly and accurately. The possibilities are tremendous: De-

creased cost of packaging materials without loss of clear legibility. A new and different package with full waxed paper sealed protection.

In addition to the selling power of this new package style, the installation of this machine will be a self-liquidating project, which economists agree is the soundest sort of outlay today. It pays its own cost and a quick return. Send the coupon below for the full story.

JOHNSON AUTOMATIC SEALER CO., Ltd.
BATTLE CREEK, MICH.



Johnson Automatic Sealer Co., Ltd.
Battle Creek, Mich.

Please tell me more about the new package economies achieved by your Located Panel Design Wrapper. The product we have in mind is

Dimensions: Length

Width Height

Name

Firm

Address

City State

INCREASED SALES

PACKAGES

800% Sales Increase . . Cleaner
250% Sales Increase . . Shampoo
1500% Sales Increase . . Ink
100% Sales Increase . . Carbon Paper
100% Sales Increase . . Typewriter Ribbons

PRODUCTS

200% Sales Increase . . Scale
20% Sales Increase . . Teakettle
70% Sales Increase . . Percolator
80% Sales Increase . . Water Pitcher
65% Sales Increase . . Barometer
47% Increase gross sales
average 3 years Hearing Aid
5000% Increase *net profits*

These are recently published cases of the results of well designed *packages* and *products*.

Industrial design is a new business service which has grown up in the last five years. What do you know about it? How can you use it? What does it cost?

We are engaged in this new business. Come in or write. We will be glad to talk over the use of design in your market. *No obligation whatever.*

INDUSTRIAL DESIGN·INC

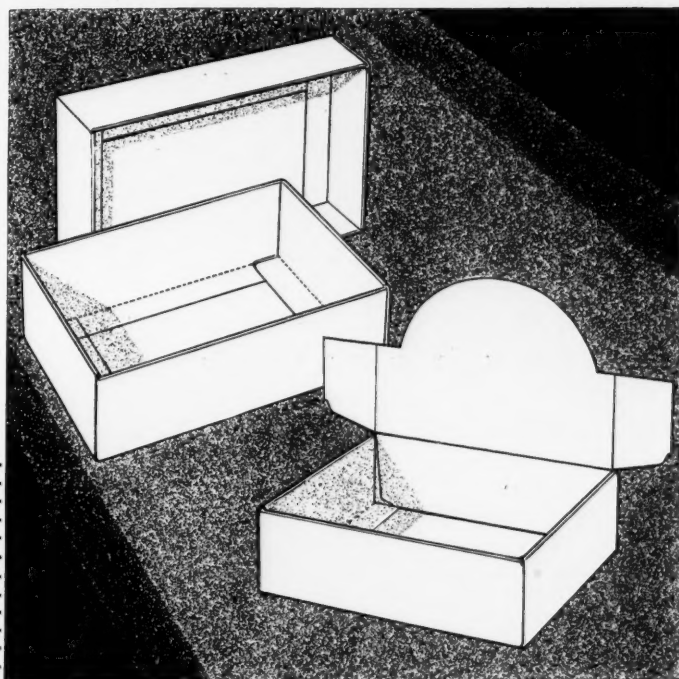
Simon de Vaulchier, Pres. · Roy Sheldon, Vice-Pres. · George W. Blow, Sec. and Treas.
11 WEST 42ND STREET, NEW YORK CITY · LACKAWANNA 4-6232

PACKAGES: Chamberlain Lotion, Oyloff Shampoo, Palmolive Beads, O'Cedar Wax Cream, Veldown HANDIES, Quink (carton), House of Lords Tea, Colgate's "Seventeen" line, Zip Depilatory. **PRODUCTS:** watches, table glass, electrical egg cooker, kitchen cabinet, steam humidifier, children's books, etc. **CLIENT REFERENCES:** Colgate-Palmolive-Peet Co.; International Paper & Power Co.; O'Cedar Corp'n; Standard Gas Equipment Company; General Plastics Inc.; Max Factor & Co.; Hall & Ruckel Inc.; Drackett Chemical Co.; Taylor Trunk Company; Richardson Taylor-Globe Corp.; Lock Haven Chair Corp.

INTRODUCING

SNAPQUICK
FOLDING BOXES

(TRADE MARK APPLIED FOR)



**An outstanding
Achievement in Folding
Boxes in a Decade!**

**See inside pages
for complete details**



(TRADE MARK APPLIED FOR)

SAVE MONEY - TIME - SPACE

**SNAP-QUIK BOXES HELP PREVENT
BREAKAGE, OFFER EXTREMELY
ATTRACTIVE APPEARANCE—AND
ARE LOW IN COST.**

COMPARE and TEST the ATTACHED SAMPLES

*Quadruple
STRENGTH
in each
corner*



To set up the *SNAP-QUIK* Box press ends
of folded box toward centre, and fold end-
flaps inside, locking in bottom corners



*Supporting
side strips
positively
lock box*



*Double
strength on
all sides
when set up*



**OBTAINABLE IN ONE PIECE
OR TWO PIECE STYLES**



*Rugged
Construction affords
strength where
most needed*

Russell Box Co., 8 Murray St.,

(Room 510)

New York, N. Y.

SNAP-QUIK

FOLDING BOXES

(TRADE MARK APPLIED FOR)

SNAP-QUIK
Boxes come to
you folded,
but no machine
is required to

SNAP-QUIK
Boxes have
square-straight
corners

SNAP-QUIK
Boxes are 4
times as strong
as the average

Effect a
saving of
75% in
storage space

Remove this sample **SNAP-QUIK** Box (Bottom) and fit under top sample on opposite page. You then have a complete **SNAP-QUIK** Box to test, compare and satisfy yourself as to every requirement.

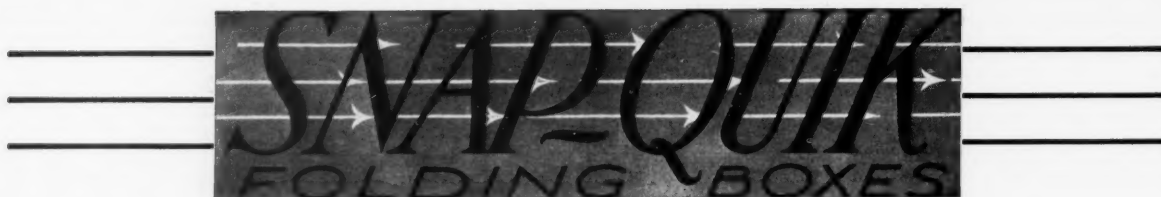
SNAP-QUIK Boxes in actual use can be made up just as fast as set-up boxes and very frequently at a saving. **PRESSURE ON THE SIDES** automatically locks the **SNAP-QUIK** Box into position. Its unique form of construction gives strength and durability to all sides and corners.

SNAP-QUIK Boxes have all the advantages of **SET-UP** Boxes and still save 75% in storage space. The **SNAP-QUIK** Box is an All Purpose Box and can be made in any size, shape or in any weight stock. **USE SNAP-QUIK BOXES TO SAVE MONEY, SPACE, TIME, and to INCREASE YOUR SALES.**

Russell Box Co., 8 Murray St.,

(Room 510)

New York, N. Y.



(TRADE MARK APPLIED FOR)

The *SNAP-QUIK* Folding Box Features & Advantages

1. SIMPLICITY:

The *SNAP-QUIK* Box does away with all cumbersome folds and makes set-up simple and rapid.

2. STRENGTH:

SNAP-QUIK Boxes are four times as strong as ordinary boxes due to double wall construction. Sides and Ends have greater strength than can be obtained from a single board of equal thickness. This strength insures delivery of contents in perfect condition.

3. SAVING SPACE:

SNAP-QUIK Boxes are shipped flat, making a saving of more than 75% in storage space as against set-up boxes.

4. TIME SAVING:

SNAP-QUIK Boxes because of special construction make up easily and quickly. Only simple and direct motions necessary without a wasted gesture.

5. REDUCES SHIPPING COSTS:

SNAP-QUIK Boxes take a lower freight rate than set-up boxes. No AIR is shipped. Because of strong construction lighter weight stock can be used, effecting a saving in postage for parcel post.

6. APPEARANCE:

The clean-cut appearance of *SNAP-QUIK* Boxes and high quality printing will aid you in selling merchandise.

7. USED FOR ALL PURPOSES:

The *SNAP-QUIK* folding Box is adaptable to any type of merchandise and for all kinds of delivery.

8. DISPLAY:

The *SNAP-QUIK* Box can be adapted for counter display purposes. Samples gladly made on request.

Use *SNAP-QUIK* Boxes for Packaging:

Auto Supplies
Bacon
Baked Goods
Blankets
Bolts and Nuts
Books
Candy
Canned Goods
Cheese
Clothing
Corsets
Desserts
Dresses
Display
Envelopes
Flowers
Fruits
Furniture Hardware
Glassware
Golf Balls
Hardware
Hats, Caps
Hosiery
Jewelry
Knit Goods
Leather Goods
Letter Heads
Neckwear
Pharmaceutical Supplies
Raincoats
Roller Bearings
Rubber Goods
Rubber Footwear
Stationery, Cards
Seat Covers
Seeds and Bulbs
Shirts
Shoes
Sporting Goods
Soap
Tea, Coffee, Spices
Toys
Underwear

And Many Other Classes of Merchandise

A Sample *SNAP-QUIK* Box of any standard size suited to your Product will be sent upon request. Write to:

Russell Box Co., 8 Murray St.,

(Room 510)

New York, N. Y.



COLOR *turns bashful glass containers into self-salesmen*

New attention value—new vividness and lustre can readily be given to your glass containers—regardless of their size or shape—by the Colorcraft Process. It has been found by many concerns to be the most effective and economical way to give individuality and new sales appeal to a product.

Any tint or depth of color may be given to glass (flint or opal) by this marvelous process. Also available in two-tone work in fascinating motifs.

Its permanence and durability are absolutely warranted.

Samples and full information gladly furnished.

COLORCRAFT

Decorated Bottles and Jars

Made in all Pastel Tints and
two-tone effects, in opal or
flint glass



COLORCRAFT CONTAINERS CO.

1120 Central Avenue, Cleveland, Ohio

To Manufacturers who want **NEW PACKAGE APPEALS** for Greater Sales in 1933....



NO matter what the nature of the product, or in what kind of a container it is packed... it will pay any manufacturer anxious to increase sales in 1933 to read every word of this advertisement.

Competition, admittedly keen today, is bound to be keener tomorrow. Products—prices, distribution methods and merchandising plans certainly need some adjustment. Packages will have to do more than safely contain—they must do a real selling job.

In the past year—the last few months, yes, even in the last few weeks, there have been tremendous advances in packaging and design. Are you sure you're familiar with them all? Will your present containers be able to keep pace with the fast changing tempo of this era of package merchandising?

To any manufacturer who is not absolutely sure as to the fitness of his containers in meeting the 1933 packaging standards, we suggest a careful analysis be made at once.

First find out how your present container compares with those your competitors are using. Then cultivate a group of actual buyers of your products. Get from them first hand, their reactions to your packages. Consider carefully the many new

types of containers on the market—compare yours with them. Investigate also the sales possibilities of a new design for your containers.

Finally, don't change your packages for the sake of just a change, and don't let fear of change keep you from making constructive improvements in your packages.

Unquestionably, but few manufacturers have all the necessary experience and facilities for solving the hundred and one perplexing problems that enter package improvement. Yet, a 3¢ stamp or a telephone call is all any manufacturer need risk to enable him to make a quick start towards package improvement.



A request to the nearest Continental Sales Office will bring in consultation a representative skilled in serving manufacturers, who are anxious to increase sales by better packaging.

And at Continental your problem receives first of all, the benefit of knowledge and experience gained through over a quarter century of helping to solve the package problems of many diversified businesses.

Whether your products be liquids, paste or dry, there are available cans in many different sizes, shapes and

styles—all widely adaptable, thoroughly protective and economical—making the choice of the *right* container for your needs an easy one.

Research Laboratories, completely equipped with modern facilities, have available a large staff of highly trained specialists ready to solve that part of your package improvement requiring scientific study.

The men in the Development Department study your problem to see whether an entirely new package idea, or whether, perhaps, only an improvement on your present container is needed to put your product ahead of competition.

Specialists in packaging design make constructive analysis of your designing problem from every angle. They'll offer suggestions for improving your design or for an attractive new arrangement in eye-compelling colors.

That's a packaging service that you can't afford to overlook. Year in and year out—it has been extremely profitable for large and small manufacturers alike... it should be of equal service to you.

When there is so much to be gained, at no risk—it will pay you to See Continental First.

Continental Can Co., Inc.

NEW YORK CHICAGO SAN FRANCISCO

*Will you
risk a 3¢ stamp
or a telephone call
for real packaging
help....*

Baltimore, Md., 3500 East Biddle St., Wolfe 9700
Boston, Mass., 131 State Street, Hubbard 7172
Chicago, 4622 West North Ave., Spaulding 8480
Cincinnati, 2510 Highland Ave., Jefferson 2201
Denver, Colo., 3033 Blake Street... Tabor 4261
Detroit, 1900 East Jefferson Ave., Fitzroy 3292
Houston, 2nd National Bank Bldg., Preston 8674
Wheeling, W. Va., Hazlett Ave. & 8th St., Warwood 760

Kansas City, Mo., Guinotte & Lydia Aves. Victor 7250
Los Angeles, 3820 Union Pacific Ave., Angelus 7111
Nashville, Tenn., 500 Benton Ave., Phone 6-6682
New Orleans, La., 521 North Scott St., Galvez 4145
New York City, 100 E. 42nd St., Ashland 4-2300
Omaha, Neb., 8th and Dodge Streets, Omaha 1387
St. Louis, Mo., P. O. Box 1242... Bridge 3550

MODERN PACKAGING

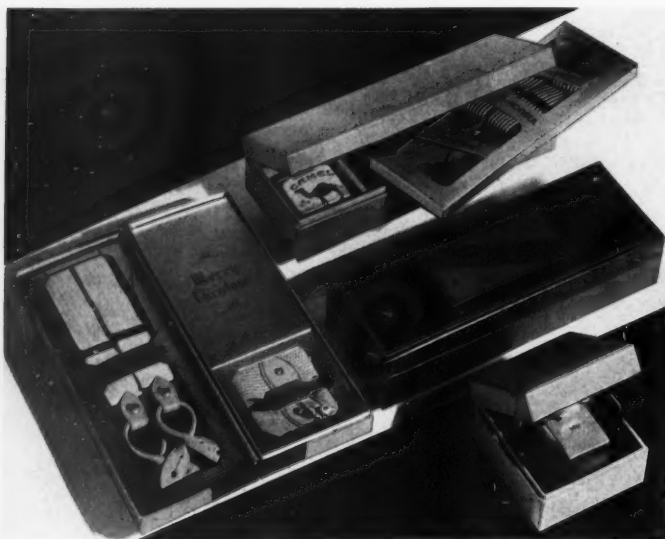
DECEMBER, 1932

VOLUME SIX—NUMBER FOUR



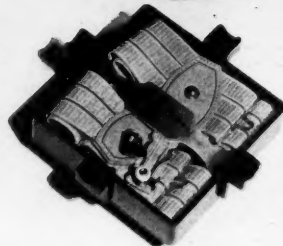
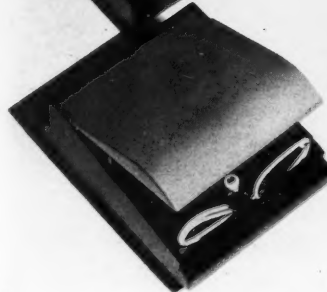
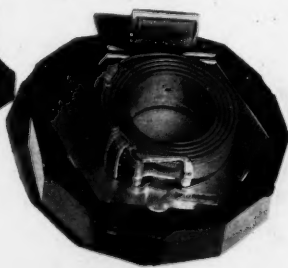
To each and all of its friends *Modern Packaging* extends the
heartiest of good wishes for the Christmas Season

Utility Packages for Masculine Gifts



"FOR PRACTICAL REUSE" seems to be the keynote expressed in the many packages offered this season for men's wear. Utility boxes, smoker's accessories and other useful containers not only provide excellent opportunity for retail display but add to the appreciation of those who receive such packages as gifts. The three groups shown include an interesting selection as used for suspenders, belts and garters, and present a diversity in the shapes and materials used.

The boxes in the upper group are leather covered and, with the exception of the square box, are provided with compartments of convenient size for cigarettes. Those in the center group include two boxes, covered with stamped leather, which in reuse can be applied to a number of purposes; the molded display stand which when dismantled forms a convenient ash tray, and a molded box with a figure inset on the cover. In the lower group, belts and garters are given appropriate display settings in molded boxes and ash trays. The latter are black in color while the base of each box is black and the hinged cover red. In shape, color and utility these packages are decidedly masculine and offer a practical and sensible means of displaying and selling the contained merchandise. They are an interesting contrast to packages formerly offered in which little attempt was made to encourage purchase either items or packages.



Packages illustrated on this page have been furnished by courtesy of the Pioneer Suspender Company (top and bottom) and (center) Hickok Manufacturing Company, Inc. Photos by Rehnquist

The 1932 All-America Twelve

IN THE FEBRUARY, 1932, issue of MODERN PACKAGING appeared an announcement of the selection of the All-America Twelve—a group of packages which were judged as outstanding examples of practical and suitable design. It was thought that such a selection, based on certain recognized principles that constitute successful design, would not only serve as an incentive for improved packages but would also aid in the further establishment and acceptance of those principles.

The year 1932 has produced an interesting group of packages—new and redesigned—which can and will take their places among those that have made a substantial showing in the cause of merchandising or the selling of goods. In recognition of this and with a desire to create and encourage further interest in better package design, MODERN PACKAGING again sponsors the All-America Twelve selection, subject to the following conditions:

1. The competition or selection is to be known as "The 1932 All-America Twelve."

2. The selection is to be confined to those packages or display units (display containers with accompanying packages) which have been placed on the market during the year 1932.

3. Packages submitted will be classified in one or more of the following twelve groups:

1. Cartons;
2. Set-up boxes;
3. Bottles and jars;
4. Metal cans;
5. Collapsible tubes;
6. Molded plastics;
7. Wrappings;
8. Solid and corrugated fibre boxes;
9. Display containers;
10. Fibre cans and tubes and paper cups;
11. Wooden boxes;
12. Miscellaneous.

4. Entries of packages for the competition may be submitted by the following:

- a. Manufacturing companies making use of such packages.
- b. Material manufacturing companies who have furnished any component part of such packages.

c. Machinery manufacturing companies who have furnished equipment for the assembly of such packages.

d. Package designers or organizations responsible for the submitted designs.

Any number of different packages may be submitted by the above companies.

5. Packages may be submitted from date of announce-

ment until January 25, 1933, and sent to MODERN PACKAGING, 425 Fourth Ave., New York City. A complete (filled) sample should be sent, carefully wrapped and prepaid, together with the name or names of the designers, an entire list of the various materials used in the assembly of the package, as well as the names of the manufacturers of same, and the names of the manufacturers of the equipment used in the various processes of packaging. There will be *no entry fee* but it is understood that all packages will remain the property of MODERN PACKAGING, to be placed in the permanent exhibit of packages maintained at its offices, 425 Fourth Ave., New York, N. Y.

6. The selection of The 1932 All-America Twelve will be made on the basis of appearance, merchandising ability and construction value as determined by rated points, those having the highest ratings to be declared the winners.

7. A committee consisting of the following will judge the ratings on which the selection of The 1932 All-America



The 1932 All-America Twelve Cup

Twelve will be based:

Earnest Elmo Calkins, Calkins & Holden, as representing advertising.

Katharine Fisher, director, Good Housekeeping Institute, as representing consumers.

Burton L. Pitcher, manager, Food Sales Division, Beech-Nut Packing Company, as representing sales.

H. E. Preston, assistant general manager, R. H. Macy & Company, Inc., as representing retailing.

Leroy Fairman, merchandising consultant, International Art and Advertising Service, as representing merchandising.

William M. Bristol, Jr., vice-president and secretary, Bristols-Myers Company, as representing production.

The Editor of MODERN PACKAGING will act as an ex-officio member of this committee.

8. The winning packages will be announced in the February, 1933, issue of MODERN PACKAGING. Reproductions of each successful package will be shown on individual pages, together with a complete description and an analysis of the score attained. Honorary mention will be made of the package designer and of the manufacturers of materials and packaging equipment used.

9. To each of the twelve companies whose packages receive the highest ratings, a suitably engraved loving cup, to be known as "The 1932 All-America Twelve Cup," will be presented.

10. The twelve winning packages will be shown at the MODERN PACKAGING booth at the Third Annual Packaging Exposition, at the Hotel Pennsylvania, New York City, March 7-10, 1933, and afterwards at the permanent package exhibition maintained by MODERN PACKAGING at 425 Fourth Ave., New York, N. Y.

For convenience, the entry blank included as a separate sheet sent with this issue, may be used. No entry fee is required. Further particulars, if required, may be obtained by writing to: The 1932 All-America Twelve, care of MODERN PACKAGING, 425 Fourth Ave., New York City.

Increased Sales From Hosiery Packages

Two of a number of exceedingly attractive packages in which the Hanes Hosiery Mills of Winston-Salem, N. C., is furnishing merchandise to the wholesale trade are shown in the accompanying illustration. It is stated that both of these packages have increased sales considerably. "In the earlier days of the hosiery industry," states* Arthur T. Haefela, president of the Hanes Com-

pany, "when the hosiery color range was limited to black, white and tan, all stockings were packed in plain red boxes. The consumer never knew the source of the merchandise and most of the time neither did the retailer. It has not been so very long since fully 80 per cent of all hosiery reached the retailer through the wholesaler.

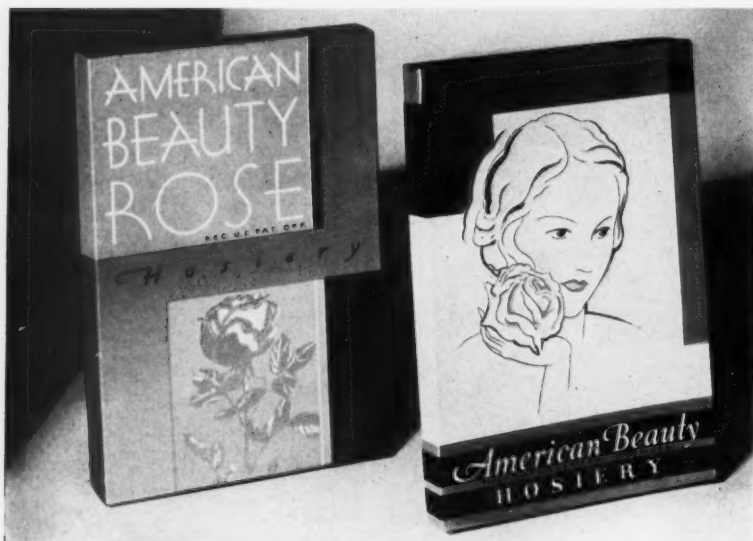
"What was more natural than that all hosiery be given identity? Everyone in the hosiery business today recognizes the value of attractive outstanding packages; the necessity for individual manufacturers and wholesalers owning several brands with distinctive packings is apparent to every intelligent merchandiser.

"Hosiery packing consists of box wrap, band and rider ticket. Embossed toe seals, hem seals and dry transfers are also essential phases of the packing ensemble but are supplementary and produced separately. Box wraps must be in sizes to fit the boxes in which the hosiery is packed—sometimes an individual brand wrap must be made for quarter and half dozen women's boxes, for men's half hose, for misses' and children's boxes. There must be a band for every pair of hose. Before a new packing is designed, foresight in planning the size requirements will save much trouble and save many dollars.

"From my own experience in planning and buying packing for literally hundreds of brands, I have found only one process in the graphic arts which is practical for hosiery packing from the combined viewpoint of beauty, faithfulness of reproduction, and economy. That process is lithography and were it not available it is safe to infer that hosiery might still be put up in the old plain red wraps."

The American Beauty package was designed by Henry L. Clymer under the supervision of Fox & Mackenzie, advertising agents for Hanes Hosiery Mills. The American Beauty Rose package was designed by Benedict Bentley under the same supervision. Box wraps, bands, rider tickets and labels for both were lithographed by the Kaumagraph Company and the boxes were made by the Old Dominion Box Company.

*In October, 1932, issue of *Underwear & Hosiery Review*.



Two of the new lithographed boxes used by Haynes Hosiery Mills for identifying its hosiery. Both packages have aided in increased sales

ENTRY BLANK

(No Entry Fee Required)

THE 1932 ALL-AMERICA TWELVE

Date.....

MODERN PACKAGING,
425 Fourth Avenue, New York

We are sending you { by express } prepaid, a package of
 { by parcel post }
to be entered in "The 1932 All-America Twelve" competition.

1. Name and address of product manufacturer using package

.....

2. Name and address of designer of package

.....

3. Manufacturers contributing to any part of package assembly

.....

4. Manufacturers of machines or equipment used in filling, sealing, labeling, etc., of
package

.....

Supply additional
information on re-
verse side of this
sheet.

Submitted by

Address

Signed by

IMPORTANT

Please indicate with a check mark the container group in which you wish the package to be entered:

- | | | |
|---|---|--|
| <input type="checkbox"/> Cartons | <input type="checkbox"/> Collapsible tubes | <input type="checkbox"/> Display containers |
| <input type="checkbox"/> Set-up boxes | <input type="checkbox"/> Molded plastics | <input type="checkbox"/> Fibre cans and tubes and paper cups |
| <input type="checkbox"/> Bottles and jars | <input type="checkbox"/> Wrappings | <input type="checkbox"/> Wooden boxes |
| <input type="checkbox"/> Metal cans | <input type="checkbox"/> Solid and corrugated fibre boxes | <input type="checkbox"/> Miscellaneous |

All entries must be confined to those packages or display units (display containers with accompanying packages) which have been placed on the market during the year 1932.

Entries of packages for the competition may be submitted by the following:

- Manufacturing companies making use of such packages.
- Material manufacturing companies who have furnished any component part of such packages.
- Machinery manufacturing companies who have furnished equipment for the assembly of such packages.

D. Package designers or organizations responsible for the submitted designs.

Any number of different packages may be submitted by the above companies.

Contest closes January 25, 1933. There is no entry fee, but it is understood that all packages will remain the property of MODERN PACKAGING to be placed in the permanent exhibit of packages maintained at its offices, 425 Fourth Ave., New York City.

The winning packages will be announced in the February, 1933, issue of MODERN PACKAGING.



A window display featuring the three boxes shown at the left

The Art Gallery Supplies Inspiration For Big-Selling Packages

HURRYING SHOPPERS passing through Washington Street, one of Chicago's busy downtown marts, were treated to the sight of a most unusual window display in the Stop & Shop Store. Stop & Shop is one of the best known retail dispensaries of food delicacies in the world, for here unusual edibles find their way from distant countries to tempt the appetite of fastidious Chicagoans. Rather amazing, then, to find in the principal center display window of this store three original colored paintings produced by artists well known to those familiar with the more prominent art galleries. Observant on-lookers, however, were quick to recall the same pictures advertised in all of the Chicago daily papers in the regular Stop & Shop columns.

Inside and at the front counter these three paintings were again very much in evidence. This time, however, shown in reproduction as candy-box coverings and wrapped in transparent cellulose. Being curious to learn

the story behind this unusual display, our observer sought Miss Barabara Bever, the store's advertising manager, who graciously explained the details. Due to its traditional leadership, the management had decided that some new offering of confectionery was needed to accompany the established best seller, a 3-lb., \$1.00 box. After several plans had been discussed, it was decided to purchase the three original paintings from the Chicago Art Galleries Association. The facilities of the Donnelley Press in Chicago were then used to reproduce the paintings in all of their beautiful colors as box wrappings.

The 3-lb. box was then offered in three different variations: the Parrot Box, the Mission Box and the Swan Box. The window display was tied up with publicity in all of the Chicago papers and the management sat back to watch the results. They had not long to wait. In the first three days after the new boxes were put on display the increased business of the candy department

amounted to the amazing total of sixty-five per cent.

Will the public *pay* for the package?

It was not advertised that there was any difference in the quality of the candy in the standard 3-lb., \$1.00 box and the quality of the candy in the new picture boxes. But in spite of the 25 cents difference in price the first three days the new boxes greatly outsold the old one. So it may be assumed that in addition to the publicity which the store will receive from the new offering, and the great increase in the total of their confectionery business, they are also receiving 25 cents more for each

of the new boxes sold. At the candy counter downstairs, framed reproductions of each of the paintings are sold for 75 cents each. In each box is a slip describing the history of the artist and the painting and this, of course, adds to the interest in the packages.

Not only was Stop & Shop's idea to produce an entirely new type of candy box well thought out and original, but the whole campaign to merchandise the box was excellently presented to the public—a fine example of merchandising the product through the container and because of it.

New Cosmetics—New Packages

A STRIKING color combination and “tricky gadgets” feature the packaging plan of the new cosmetic line of the F. W. Fitch Company, Des Moines, Iowa, which has just been introduced. Although the Fitch company has been manufacturers of hair tonics, shampoos and shaving creams for 38 years, this is the first time they have brought out a cosmetic line.

With no previous decorative scheme to limit their design, they were able to take advantage of all the latest

and the engraved Fitch crest on the cap offer the only trimmings. The unbroken line from base to top is attained by having the cap one of one-piece construction that tightens on a quarter turn with small lugs instead of threads.

“One-man top” conveniences are offered in the new model lipstick. Pressing a lever, the top with its transparent celluloid lid slides down as the lip rouge automatically lifts up, making a simple one-handed lipstick.



Harmony in color and design, as well as family resemblance, are well expressed in these packages of the new Fitch cosmetics. Photo by courtesy of Dennison Manufacturing Company

packaging devices in building their line. Periwinkle blue and silver with a slight touch of midnight blue was chosen as the colors most attractive for the “beauty BY fitch” line. Glass containers of flint ware with applied coloring of periwinkle were selected for the powders as well as the creams and liquids as the most practical means of retaining the perfume.

The powder and cream jars are of straight moderne line in the periwinkle blue flint, with a highly polished chromium cap. A small metal and blue label on the jar

The stick is rectangular with a rounded top, and is silver and periwinkle colored metal.

The necessity of fumbling to lift the tiny mascara brush from the narrow recesses of its container is avoided in the new Fitch box. A spring automatically lifts the brush as the case opens and slides back into place when the lid is lowered.

Included in the lines are cleansing, tissue, foundation and acne creams, astringent lotion, brilliantine, face powders, rouge, lipstick and mascara.

Opportunities for Package Redesign

By Roy Sheldon

2. The Candy Bar

MAN, woman, or child . . . the merchandise in America that is most frequently offered to us every day, no matter where we live, is the candy bar, and its cousins, the peanut package, cough drop, mints,

produces an effect of drabness. To a surprising extent, all these little packages are attempting to do the same thing in the same way.

Broadly speaking, *they carry too much lettering*, and sometimes lettering of mediocre quality at that. They are not as *appetizing* as they might be. There is a ten-



Photo by Rehnquist

gum, etc. These packages have invaded every type of stores: grocery, drug, cigar and chain. They are in the railroad station, the hotel lobby and the news-stand. They go underground in the subway; overhead with the "L." They follow us to the beaches and the mountains, on trains and ships, and line the counters on both sides of our highways.

Their sale is above all dependent on impulse buying and, as we are all of us prospects many times a day, their package design is of great importance. It is not surprising therefore, that among these small packages we find some of the best designs in America. There are several of them which are clean and shining in their brilliant colors. Others have the strength of long tradition; still others are "naturals" for transparent cellulose wrapping, catching the eye and tempting the appetite. Nevertheless, these admirably designed packages are the exceptions. They are surrounded by imitators, less clear and forceful than themselves. An examination of several different counters spread with this merchandise

dendency to misuse transparent wrappings. The design is often confused because the *decoration fights with the message*. Colors are frequently ill-chosen. Shapes are not exploited.

While factory wrapping must be eminently practical for the five-cent package, the excellent packaging of the one-cent bars now in the chain stores proves that the cost of an effective wrapper is not prohibitive. Above all, the inescapable fact that each of these packages will be sold, not alone on a counter, but *crowded among its competitors*, is of primary importance in the consideration of the opportunities for redesign of the candy bar.

Let us design some of these packages, not in the studio, the factory or the boardroom, but right out on the crowded counter. Two categories immediately suggest themselves—*transparent* wrappings and *opaque* wrappings. If our product has a truly appetizing appearance, if it really looks *good to eat*, we have every incentive to use a transparent wrapping. A glance at competing products will show (Continued on page 78)



By means of the process described, attractive and resistive color finishes may be obtained

Color Comes to Aluminum

TO THE SILVERY SHEEN of aluminum is added the rich luster of color in "Alumilite," a new process which not only imparts to the surface of the metal any desired shade but, in addition, forms one of the hardest metal finishes known. This process is finding extensive application in the packaging industry, where aluminum containers have long been popular because of their light weight, strength, resistance to corrosion, and the fact that they do not discolor or contaminate the contents.

The tendency of an aluminum surface to acquire a coating of oxide upon exposure is a familiar phenomenon. In the Alumilite process this natural action is improved upon by electrolytic oxidation of the metal in a bath containing sulphuric acid and certain other agents. An electric current is passed through the bath, the aluminum

acting as the anode and the lining of the tank, the cathode. By controlling the conditions of the bath the building of the oxide film may be carried to the desired degree.

The brilliant reds, blues, greens, and other colors are obtained by immersion of the anodized metal in tanks of carefully selected dyes. These are adsorbed by the oxide coating, resulting in a finish that is virtually a part of the metal itself. After the dye bath, the oxide coating is usually sealed, which effectively closes the pores of the coating, preventing further adsorption. The finish is thus made resistant to oil, food stains and finger marking.

The hardness obtained in the Alumilite finish is of importance to packagers. Containers are accorded daily handling that varies in severity from ordinary carrying to dropping on tile floors. A surface that smudges or

chips is as discouraging to the customer as it is to the manufacturer.

By test it has been found that the Alumilite finish is many times as resistant to abrasion as enamel and other common metal finishes. The reason, of course, lies in the fact that the Alumilite finish is integral with the metal itself, and not merely a surface coating. Its remarkable hardness is well illustrated in its use for such items as cafeteria trays, ironer shoes for rotary ironers, and file guides.

The spectrum itself is no more varied than the colors obtainable by the process. Rich vermilion, deeper coral and pale cerise vie for honors with such exotic hues as sapphire, aquamarine and others. Delicate jonquil, saffron and russet bring new richness to yellow. Jet black, too, for sharp contrast, while old silver adds its scintillating touch.

Striking in extreme are the contrasts made possible by the use of engraving or etching on an Alumilited surface. Gossamer-like free hand or engine turned lines add a refreshing note to a solid color container. Designs done in the modernistic mode are not only peculiarly fitting to the metal itself, but are in close harmony with present-day packaging trends.

Still other possibilities are open through stop-off dyeing. By this method, certain portions of the aluminum surface are covered during the Alumilite process. Afterwards, the covering materials are washed away and the surface of the container buffed and polished. Any type of design is in this manner faithfully reproduced in gleaming metal against a background of color.

No less attractive are the vari-toned effects obtained by the use of two or more colors employing stop-off dyeing for the successive shades.

Often, a cover finished in an odd hue brings a touch of distinctiveness to an otherwise plain container. The combinations available are practically unlimited.

The range of usefulness for Alumilite in the packaging industry is a wide one, and obviously many applications have yet to be brought to light. The hard anodic coating permits easy running threads, making this type of finish entirely suitable for threaded cans and covers. Its comparatively low cost, coupled with its abrasion resistance and color possibilities, recommends this type

of finish for all classes of containers and parts of containers.

In the accompanying photograph are examples of a few of the varied effects obtained by the Alumilite process. The figure of the dancing girl decorating the tall cylindrical container was done by the

stop-off method. A combination of machine etching and hand finishing was employed for the design on the tray, while the modernistic pattern encircling the cover and upper portion of one of the smaller cans was engraved by machine. The cocktail set combines the Alumilite finish

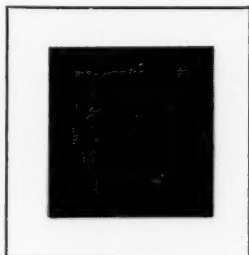
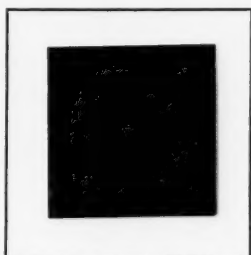
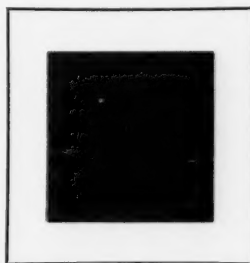
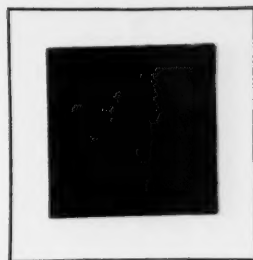
and natural aluminum in an effective manner, while the memorandum pad is another typical illustration of the versatile uses for this type of finish.

A survey of various other fields in which the Alumilite process has already found successful application discloses a variety of uses which though not directly applicable to the packaging industry, are, nevertheless, indicative of the class of work for which this finish is intended and, as such, may suggest to the packager places in his own field where it may be desirable to employ this type of finish. A partial list

of uses for Alumilite includes: bakery and confectionery equipment, dental and surgical instruments, chemical containers, butchers' equipment, water containers, cooking utensils, fire extinguishers, dairy equipment, machinery parts, refrigerator parts and equipment, and laundry equipment. Ham cookers, in which corrosion by salt is a serious problem, have been given increased life by means of this processed coating. Another manufacturer has found that this type of coating is valuable for outboard motor parts, particularly where they are exposed to sea water. Aluminum fishing reels have been treated in large numbers.

Of interest to executives in all types of business and industry is a new *Index of Economic Reports*, published by the Policyholders Service Bureau of the Metropolitan Life Insurance Company. This compilation, revised as of October 1, 1932, lists the titles of approximately 500 reports and articles on problems of business management which the Bureau has published and made available for general distribution.

The titles are arranged in two classifications, the first according to the major divisions of management, and the second, according to types of business or industry. Preliminary sections of the *Index* describe the nature and scope of these economic surveys, and the bases upon which they were prepared. These fields are grouped as: accounting and finance; advertising, selling and merchandising; business organization; industrial health; office management; personnel management and industrial relations; production management and engineering; and safety. Copies may be obtained by addressing the Policyholders Service Bureau at One Madison Avenue, New York City.





In wrappings and containers these soap packages are distinctive, offer high display value and express good taste

Practical Beauty in Soap Packages

By Myra N. Conklin

WHEN a product is one of the essentials of life it would be the logical deduction that its packaging would be a minor consideration. But such is not the case with soap. Whether due to competition or to the general trend toward the artistic, manufacturers vie with each other to present their soaps in an irresistible manner. Perhaps the prosperity, the increasing volume of soap production and the lack of unemployment in this industry is due in part to the combination of need and beauty. We have collected some of the recent productions which illustrate the ingenuity of the package designer as well as of the soap manufacturer.

Of considerable interest is Yardley's Bath Bowl. The bowl of red birch wood is about seven inches in diameter and is solidly packed with English Lavender soap equaling about six bath size cakes. A heavy white paper with the characteristic Yardley design and trade-mark is stretched across the top and held in place with a silk cord. The bowl floats on the water. A brush, made from Chinese fiber, is included and may be used to whisk the soap into a lather. This novel treatment of the bath soap affords an unusual and useful gift as well as a most practical item for one's own use.

Coty's new bath soaps in the six Coty odors—Lavande, L'Origan, Emeraud, L'Aimant, Chypre and Paris—

are excellent examples of the attention given to package detail for a general all-year-round item. The substantial size cake, molded to fit the hand, is wrapped in a mottled white paper with the blue and white Coty seal bearing the odor name holding the flaps. This in turn is contained in a neat blue carton with green and white all-over leaf design. The package is simple, smart and practical.

Packaged either for gift purposes or merely as appealing to the buyer of an attractive product is the soap by Lightfoot-Schultz, shown in an accompanying illustration. The substantial, flat, decorative paper covered set-



Bath salts and soap in a combination package

up box holds one dozen cakes of hand size soap which may be obtained in a bouquet violet, jasmin, rose or carnation odor. The box coverings in each case are developed in the color to match the soap with the exception of the white which is effected in a delft blue. A satin ribbon with bow crossing the soap diagonally gives an added beauty to the package.

An unusual treatment in soap packaging is shown in the two imported soaps of Guerlain and Myrurgia. In the former, three cakes of bath soap are packaged one on top of the other. The octagonal shaped cake is wrapped in two pieces of transparent cellulose sealed around the edges of the cake and is contained in a white octagonal box with red and black decorations. The design impressed on the cake is repeated on the box cover in black with the name of the odor, eau de cologne, Lavande, or Verveine.

In the Myrurgia package, three cakes of hand soap are packaged in similar fashion and in the odors, Carna-wrapped in a white paper with all-over printing, the company's name and closed in the center with a colorful seal duplicating the colors of the outside container. An intion, Fougère, Rose and Violet. The individual cakes are teresting treatment is the cut sides of the carton which

enables one to lift out the cake without tilting the box. This method of packaging soap not only makes a most attractive package but has the decided advantage of taking less room on the display shelves as well as on the bathroom shelf.

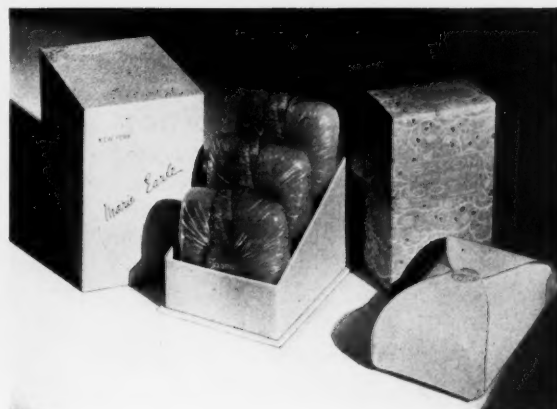
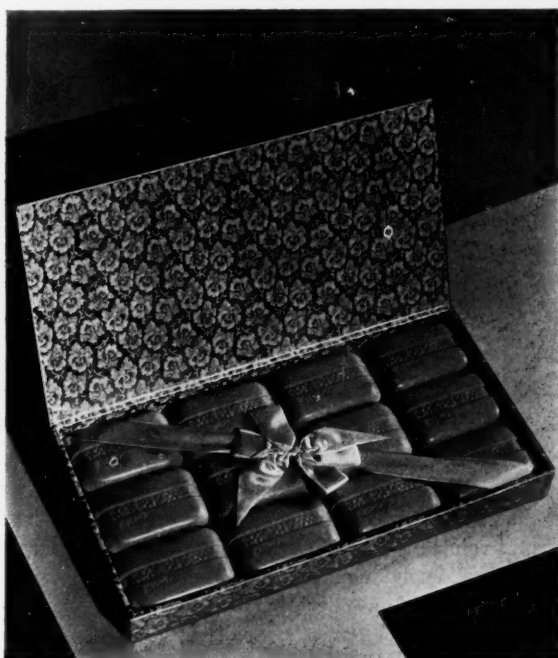
Suitable packages for gift items are shown in the hand soaps of Marie Earle and the Charvai packages of The House of Tre-Jur. The step effect, cream colored box of Marie Earle containing the three transparent cellulose wrapped cakes with an attractive green and black band encircling each cake forms a most appealing ensemble. Bearing out the color scheme of the line is the carton cover with the Marie Earle (Continued on page 72)

The equivalent of six cakes is included in the unique bowl package at the right

Separately wrapped the dozen guest size cakes are attractively displayed in the set-up box at right

Lower Right: Three wrapped and banded cakes in tier display at left; wrapping and carton for bath soap at right

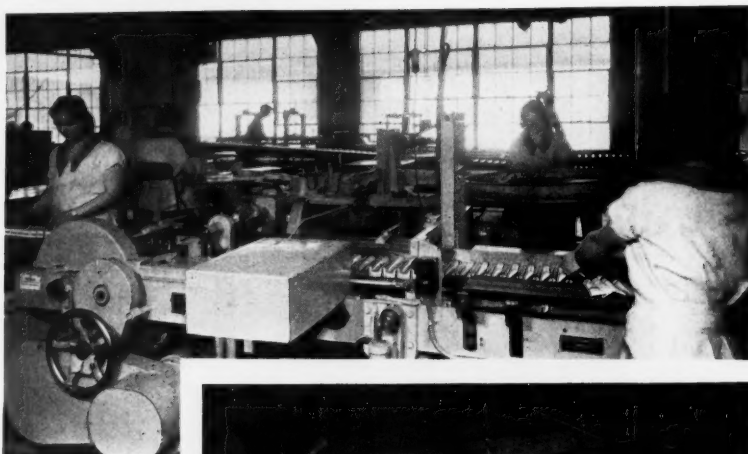
Below: Decorative papers of designs and colors to match odors of soap are used to cover box





Filling and closing the new size tubes of Squibb's Dental Cream

Cartons are automatically filled and closed and (below) wrapped in bundles of twelve

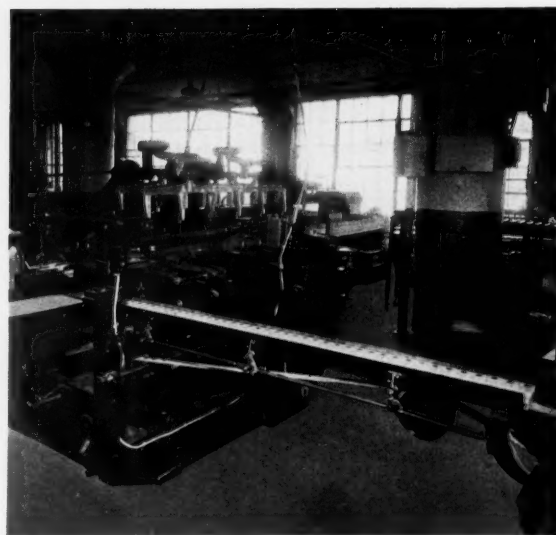


Squibb Packages A New Size Dentifrice

TO PRODUCE a new size of Squibb's Dental Cream, E. R. Squibb & Sons installed at its Brooklyn plant a fully automatic and modern packaging unit consisting of tube filler and closer, cartoner and bundler which incorporates certain innovations that will be of definite interest to those who have to meet similar problems.

Each of these machines is shown in the accompanying illustrations and the operations performed by them are so synchronized as to obtain efficient production of each unit—in this case a wrapped bundle containing twelve cartons.

Filling of the collapsible tubes is accomplished by means of four plungers, which are fed from a hopper that contains a constant supply of the dentifrice. These plungers are automatically inserted into the empty tubes, which are placed by operators in moving blocks, filling each tube, in its inverted position, from the bottom upward. The filled tube then travels to the closing



devices of which there are three, each effecting a fold in the metal, thus making a "clipless" closure. Through the adjustments made on the closing devices it is possible to obtain a narrower fold on the closure which affords a greater volume in the tube and the use of no more metal than is ordinarily supplied for tubes of this dimension.

From the Colton filler the tubes travel to a Jones cartoner of the constant motion type. This machine cartons from 60 to 180 tubes (*Continued on page 70*)

Package Identification and Protection

By Waldon Fawcett

DOES THE DISPLAY CARTON complicate package identification? At first glance, this facer is the most absurd of questions. How preposterous, says impulse, to talk about beclouding identity when the whole aim and purpose of self-selling display is to glorify the product. And yet some of the realists among package marketers have lately been asking themselves this very question. All because of certain trends of policy in open display that are bringing just a hint of complications in package visibility.

Several swings of fashion are sharpening, unexpectedly, the responsibility of keeping package clues to the fore in the counter parade. One of the trends that contacts the element of identification is the growing disposition among certain sellers of small specialties to dispense with unit packaging and to rely for commodity carriage wholly upon the display carton. That is to say the items are loose and unwrapped in the convertible carton. Paralleling this drift as an innovation affecting display cartoning practice, is the extensive recourse to transparent or semi-transparent paper bags as containers for retail portions.

Matching both the above, as effecting package identification in the counter or show-window environment, is a deepening disposition on the part of users of display containers to increase the number of items in the assemblage. There are, of course, plenty of display cartons today, as there were yesterday, that carry only six, or even three individual units or subpackages. But there is an increasing proportion of display cartons that hold not less than twelve, and from that up to twenty-four items. The result of this massing is, sometimes, to make it more difficult to insure full visibility for the markings or labels on the consumer packages, just as particular strategy is required to insure instantaneous identification of display-cartoned goods portioned in tightly wedged paper bags.

The situation is precipitating, as a controversial question, the riddle of how many units may, without risk to identification, be packed in a display container. Already, ingenious solutions have been summoned to solve the difficulty. For example, there is the dessert topping known as "Top-Tips." Two dozen units stand on end in the display container but the brand is poised on the upper end of each transparent cellulose wrapped item where it cannot escape the eye of the counter shopper. Another maneuver for trade mark preservation is the use of a terraced or set-back display carton which allows full visibility to only one package, or one tier of packages, at a time but is so planned that, when the front ranks have been thinned, complete exposure is assured for the items in the rear without removal or rearrangement. The outstanding moral of the new status, as the experts sense it, is that identity must ever and always be estab-

lished on the individual package; never left entirely to the display carton.

General Foods Dodges Package Standardization

There has been considerable conjecture in packaging circles, this past few weeks, as to whether General Foods Corporation might be swinging to a policy of package unification for its unrelated products. Speculation on the subject sprang from the appearance of the corporation's "GF" mark on a number of packages in the line. Already the subtitle "Product of General Foods" had appeared on a number of the packages as a tying-mark or consolidating device.

Package-matching in any larger sense is not, however, for General Foods. Not, at least at the present time. This, in effect, is the statement of Frank Smith in response to an inquiry on behalf of MODERN PACKAGING. This executive said: "It has always been the policy of General Foods to retain the original identity of its principal brands. For the most part these products are old, established items which have come to be well and favorably known by the consumer. We see no need for tampering with this identity associated with such a variety of products as Jell-O, Walter Baker's Chocolate, Maxwell House Coffee, Swans Down Cake Flour, Grape-Nuts, Postum and Calumet Baking Powder, to mention but a few. Quite recently we have begun putting the GF mark on some of the packages. But this is as far as we have gone in attempting to create any family resemblance."

Standard Brands Endorses Package Individuality

So long as the subject has come up, it was decided that the MODERN PACKAGING audience would be interested also in a statement of creed from Standard Brands, Incorporated. In response to the question of policy in package dress, A. C. Monagle, vice-president of Standard Brands, explained that only in the case of integral groups of related products has the company cultivated systematic sympathy in design. He cited the case of Royal Desserts comprising differently flavored gelatins, chocolate and vanilla puddings. The several varietal items are in similar dress as a family of products under the family name of Royal Desserts. But even in this instance the packaging policy is what it is partly due to the fact that the items are largely new products.

The vice-president of Standard Brands explained that he does not favor changing packages to secure family resemblance when they have an old well-established reputation, such as, say, Royal Baking Powder, which latter might plausibly be included in the Royal family of similar packages. Pointing out that all of the Standard Brands products, with the (Continued on page 74)



*In decoration and appointments,
Florsheim's Chicago store for
women's shoes complements and
harmonizes with the boxes*



Florsheim "Glorifies" the Shoe Box

By Emory C. Woodward

WHAT the late Flo Zeigfeld did for the American Girl on the stage, the Florsheim Shoe Company is doing for the shoe box in its new stores for women. The surprising thing about it all is the fact that practically nothing had to be done in the way of redesigning the boxes. The trick was done simply by the addition of a touch of color and the proper background, which is more or less what the producer of the Follies did with his girls.

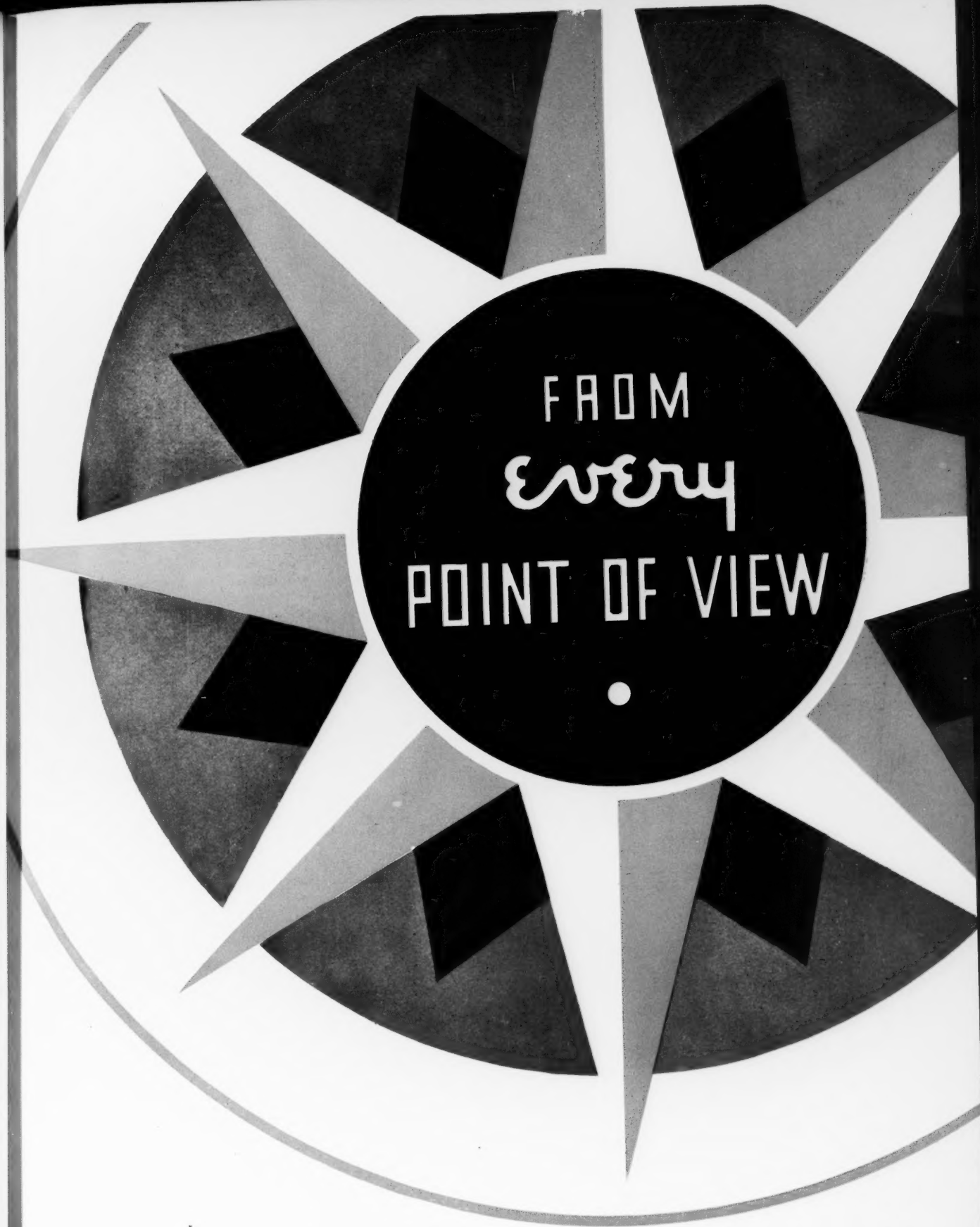
For many years Florsheim Shoe Company has been famous for men's shoes of excellent quality and its stores are to be found throughout the country. More recently, the company decided to enter the realm of feminine footwear and proceeded to open two stores devoted to women's shoes. One is located in New York City and the other in Chicago, the home of the company itself.

Naturally, in seeking the patronage of the modern woman, it was recognized that a setting should be created

that would bespeak the quality of the products offered and a great deal of careful study was given to the interior decorations of the store as well as to the display windows and the general plan of the salesroom. The firm of Harringer-Jacobson-Colvin, Chicago artists and designers, was retained and they set to work with the executives of the Florsheim company to create a store in the truly modern manner.

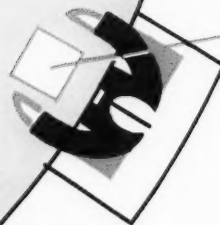
Mr. Jacobson points out that the shoe box came in for serious consideration almost immediately because of the dominant position it is bound to assume in any shoe store. Naturally, there had to be shoes and, consequently, shoe boxes. Furthermore, the shoe boxes had to be placed in such a manner as to be convenient. It would not have been practical or economical to try hiding them from view—they simply had to be considered as an important part of the store's interior decoration.

The boxes could have been (Continued on page 77)



[*Reproduction of a recent folder issued by*
Anchor Cap & Closure Corporation]

• from all these
points of view
ANCHOR CAPS
must satisfy



Production Superintendents

THE correct closure for any package is the one that best satisfies all the diverse and specialized conditions pertaining to the particular business and product.

No one style of closure can possibly do this in all cases. That's why there is no such thing as a perfect, all-round closure. But among the seventeen different types of Anchor closures there is undoubtedly one that will satisfactorily reconcile the points of view of the groups of men discussed herewith.

MEN in charge of a production department look at a closure from an entirely different viewpoint than other members of an organization. They are interested in a closure from its technical aspect, its construction features; such questions as these:

How does it effect its seal?

Does it apply easily?

Will it fit into a given production routine?

Is it adaptable to automatic machines? To hand application?

Does it compensate for variations found in commercial glassware?

The special problems of filling containers and capping them efficiently, and at minimum labor cost, are the primary things in which production men are interested.

When your production manager makes a recommendation about a closure, consider it carefully. If he has cause for complaint, it is undoubtedly justified. Production difficulties frequently indicate that a different type of closure, even one that may cost slightly more, will turn out to be a real economy in holding down production costs.

Anchor has always been keenly interested in the production problems of glass packaging—maintains an Engineering Department and a Research Laboratory to study them—and is only too glad to work with those directly in charge of plant operation to determine the best type of closure to fit a particular plant routine.

Sales and Advertising Managers

THESE MEN recognize the promotional value of attractive packages and closures. They realize that eye-appeal contributes mightily to sales volume.

Except for perfect preservation of the product considerations such as these are probably the most important factors to be considered in selecting a closure:

- Has it a neat, trim, well-tailored appearance?
- Is it appropriate to the shape of the container and in harmony with the package design?
- Does it enhance or detract from the good looks of the rest of the package?
- Does it give an appearance of quality consistent with that of the product?
- Is it the type that consumers recognize and like to use?

With some packages appearance is of supreme importance. But we know of no case where an attractive closure has anything but an actual and positive favorable effect on sales.

All types of Anchor Caps are designed with appearance in mind. They are neat, well-tailored, with simple lines, and are well proportioned. The metal styles may be attractively decorated to aid and abet the effect of the rest of the package. However exacting the demands, there is an appropriate style to please the most critical packager.

Executive Heads of the Business

THOSE concerned with general business policies have a much more fundamental outlook on packages. They look at a closure from the standpoint of sealing effectiveness. Good will is too important an asset to be trifled with; hence they are concerned about:

- Perfect protection against deterioration, spoilage, or loss of any essential virtues,
- Continued safe-guarding of quality until the product is finally consumed,
- Consumer good will, and the elimination of complaints and returns,
- Whether the closure is an asset to the reputation of the business and a credit to the product.

Financially minded executives — treasurers, purchasing agents, and such — are interested in costs; including, of course, not only initial cost of closures but the long run economy of using the exact style suited to all the diverse conditions surrounding the product and the business. And, in addition, they are alive to the advantages of doing business with an organization such as Anchor, in whose stability, business methods, and products they have complete confidence.

The dealer organization

IT MAY seem a far cry to claim that dealers judge a product and its salability by the closure on the package. Nevertheless, that is true to a great extent; they are concerned with closures, whether consciously or not.

Retailers like a good looking package, and the closure has considerable to do with making a favorable impression on them. And it is that impression that inclines them to give one package preference over another—in the window displays, and in the dealer's and his sales clerks' general favorable attitude toward pushing it and actively promoting its sale.

It is at the retail outlets, too, where complaints and consumer dissatisfaction originate. They are the ones to discover spoiled merchandise, packages that leak, products that have evaporated, closures that the consumer finds difficult to remove.

While retailers may not be aware of the fact that closures are at the bottom of most of these troubles, such things nevertheless color for good or bad their attitude toward the manufacturer and the package.

The consuming Public

ANCHOR closures are consumer approved. The public may have little knowledge of the type or name of the caps that grace the packages they buy, yet they recognize by sight certain closures. And they react favorably toward products packaged under those they know and like.

Ease of opening, perfect condition of the contents, convenience of the cap for resealing (where that is a factor) are the main characteristics that the public recognizes and demands.

Consumer acceptance is probably the biggest reason for the continued growth of the Anchor business over more than a quarter century, and for the dominant position of Anchor closures in the industry today.

TO coordinate and satisfy all the diverse points of view described herein is partly your job and partly ours.

You know your organization's specialized conditions and problems, and what is demanded of a closure.

We, on the other hand, know closures and closure problems from a technical and practical standpoint. Our experience, our laboratories, our staff of trained closure engineers or our Package Design Service is available to work with you, or with any member of your organization, on any troublesome angle of your production or merchandising. Anchor's help is yours for the asking, without obligation of any kind.

Wherever Anchor Closures have been adopted, invariably they have had to satisfy on all counts the desires and demands of a number of divergent viewpoints!



ANCHOR CAP & CLOSURE CORPORATION

22 Queens Street, Long Island City, New York • Canadian Factory: Toronto, Ontario

★ ★ ★ BRANCH OFFICES ★ ★ ★

ATLANTA
BALTIMORE
BOSTON

CHICAGO
CLEVELAND
DETROIT

HOUSTON
LOS ANGELES
LOUISVILLE

MINNEAPOLIS
MONTREAL
NEW YORK

PHILADELPHIA
PITTSBURGH
ROCHESTER

SAN FRANCISCO
SEATTLE
ST. LOUIS

A New Paint Package Wins New Accounts

By Theodore B. Fobes

Treasurer, Burgess, Fobes Company, Portland, Me.

As Told to Francis A. Westbrook

THE NEW PACKAGE for our first grade exterior house paint has been on the market only about six months, but in that time there is no question that our sales of this grade of paint have been larger than would have been the case had we retained our old plain tin can with paper labels. It is difficult to give any definite figures as to the effect of this new package on sales. In common with most manufacturers, 1931 and thus far 1932, have been poor years compared with an average of the past ten. Our gallonage volume, however, increased this Spring over the same period last year and we are inclined to attribute part of this increase to the new package. We

out of date, we decided to take an outsider's viewpoint of our Portland Liquid Paint package with its paper label and see if, were we the buyer instead of the seller, it would appeal to us as a good looking package to put on our shelves and offer to our customer. We decided it could be improved and felt that a straight line design rather than one full of curves and other such gingerbread in no particular or significant arrangement, might be a great improvement. Our sales manager, Earl G. Sederquest, made several layouts in black and white from which we finally selected our present design. We had colored proofs made up by a local printer, thinking at

Simplifying the design of the former label on its liquid paint can (at left) Burgess, Fobes Company now uses the lithographed can shown at the right



feel we are supported in our idea by the fact that we have introduced the can to numerous new accounts.

We have also had several instances of voluntary compliments on the package, and in quite a few cases have been able to introduce the new line of paint on the theory that if the outside of the can looks so attractive the product in the can must be good also. This, of course, is rather a specious argument but we have been in business for 74 years and our goods are well and favorably known regardless of package. But now that we have a modern container we find it much easier to introduce ourselves to new, prospective dealers. The can designed, by our own organization, while simple, is, we think, attractive.

Partly as an experiment, and partly on the theory that anything which has not changed in fifteen years is

the time that we would buy labels rather than have the cans lithographed. On investigation, however, we found that the cost of lithographed cans was no greater than the cost of plain cans plus labels in the colors we had selected. Since we felt the lithographed can was a better looking package and more satisfactory from every standpoint, we choose that.

We manufacture a full line of paint which includes liquid paint, flat wall paint, enamels, industrial paints, cement paints, floor paints, deck paints and many others. Thus far we have used the lithographed can exclusively for our house paint but we plan to extend its use, with a slightly modified design and probably a different color combination, to other items in our line.

At the time we introduced the liquid paint can, we started enameling plain tin cans with orange enamel and

packing our varnishes in those. This container has also made a pronounced hit, and although it is not a lithographed package, it is a good looking one.

Buying paint or varnish is, in our opinion, as far as the consumer is concerned, considerably like "buying a pig in a poke." The consumer must take the manufacturer's reputation as his basis for purchasing, because even though he may know a good paint when he sees it, no one, expert or otherwise, can tell by looking in a paint can whether the paint in that can is going to give good service or not. For that reason we feel that the package should reflect the quality of the contents.

We had an interesting experience with our Portland

Glass White paint. When the master painter received the first lot of this product in the new can he called us up poste haste saying he could not afford to buy as good a piece of goods as we had sent him this time. When we explained that it was the same grade only in a new can he seemed to be much relieved. If his reaction is typical of the reaction of an average consumer, we feel that the new package is certainly serving its purpose.

We are very much pleased with the package itself and the results so far achieved. We believe that a dressed up product, provided the product itself honestly be a good one, will surely sell better than one which has a run down appearance or is out of date.

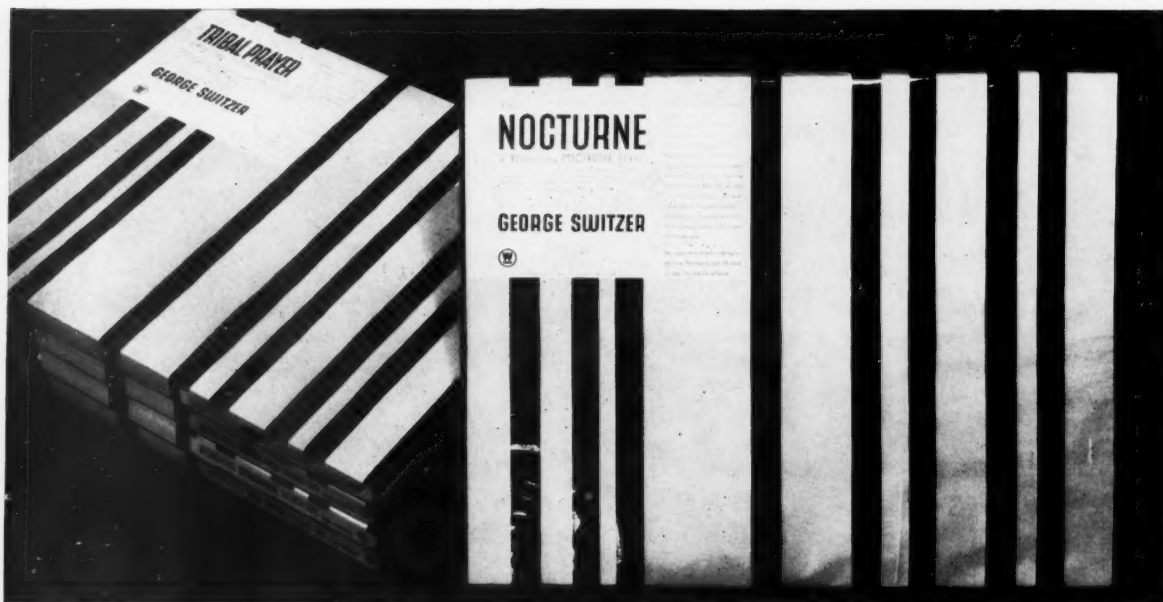
Label Copy That Works

WESTINGHOUSE has released to an unusually receptive market a new group of packaged Micarta trays designed by George Switzer. Package and label, in themselves, constitute a new and effective kind of merchandising. This package embodies three strong selling appeals: striking attention power, the use of the sales value of a recognized designer's name, and label copy that works for the manufacturer both in stores and in the purchaser's home.

Attention value is achieved with one of the simplest possible motifs known to design: parallel black bands

but trays in the highest price brackets have been packaged; that they are usually displayed rather unattractively, stacked cafeteria style, so that a customer not interested in buying a tray might easily pass them up unseen. In these days of keen competition between different classes of goods, Mr. Switzer aimed to catch the eye that might otherwise come to rest on something else.

One of the strongest factors in the Westinghouse tray merchandising is the prominent use of the designer's name both in the advertising and on the tray and pack-



on a white background. This device is an eye stopper, unforgettable, and easily identified anywhere, among any surroundings. But, more unusual, Mr. Switzer has attained here a dignified smartness of appearance combined with something that might almost be called a flash signal to the prospect in the store. A preliminary survey of leading stores in New York, before any work was done on the designs, revealed the fact that none

age labels. This gives the product a certain authenticity of design. It tends to fulfill the human desire to collect things that have been associated with an individual. Mr. Switzer believes it not only possible but probable that in the near future people will be making collections of household furnishings and all kinds of things by their favorite designer.

The third factor in the tray (Continued on page 60)

More About Grass-Green Containers

By Mayne R. Coe

NATION WIDE ATTENTION of manufacturers has been turned to the potential saving of millions of dollars annually by the use of green or black wrappers. This important discovery was made in the Food Research Laboratory, United States Department of Agriculture, and relates to the preservation of oil-bearing foods in package form against the development of rancidity.* Such foods as butter, lard, oleomargarine, salad oils, potato chips, crackers, cookies, nuts, etc., invariably acquire a disagreeable odor and acrid taste, if exposed

that part of the spectrum corresponding to the color of the wrapper was allowed to shine through on the material inside. Black absorbed or deflected all colors, thus preventing all light from entering the package.

At the end of three weeks, the samples were tested chemically as well as organoleptically, and all were found to be strongly rancid except the ones wrapped in green or black. It seemed unbelievable to find that a time-old problem had been partially or wholly solved by such an apparently simple means. Use of colored wrappers was

Grass-green color when used as wrappings, containers or as linings for containers can effectively prevent rancidity. These are but two examples



to light in a show window or on a store shelf. By simply enclosing these particular goods in green or black containers or wrappers, they keep their normal odor, color and freshness long after others, unprotected, have spoiled.

Work of previous investigators has revealed that moisture, air, light and finely divided metals are the main factors conducive to rancidity. Results of experiments in the Department of Agriculture show that light may be the most important cause of this form of spoilage. Experiments began with exposure of rice bran and rice polish (two products which readily turn rancid) to ultraviolet light furnished by a mercury lamp. After a few hours' exposure rancidity developed. A photochemical reaction had taken place due to the action of light on the oil present in the rice products.

These results prompted the idea of enclosing the rice products in various colored transparent cellulose wrappers, including clear, red, yellow, orange, blue, purple, pink, green and black. In this manner only light from

repeated with numerous other oil-bearing foods and the same astounding results were obtained.

Being convinced that light plays such an important part in this form of spoilage, it became desirable to know the wave lengths of light which are responsible for producing rancidity. Fifteen glass light filters selected to cover the visible spectrum were furnished by the Corning Glass Works, Corning, N. Y. Wooden frames were made having compartments to hold samples and which also could be covered by these glass filters. The compartments were filled with foods that ordinarily became rancid and then exposed to the sun. The green filter called "Sextant Green" and one called "Sextant Red" were the only filters that did not promote rancidity.

The Sextant green filter allows light between 4800 and 5800 Ångström units to shine on the commodity exposed. This particular shade of green approximates chlorophyll green of plants, like luxuriant grass green. Blue green or yellow green does not protect. It must be between the two—i.e., true green—to possess the maximum keeping qualities. The Sextant red is virtually black because it transmits so little light. For that reason it has good keeping qualities.

*"Grass-Green Color in Food Packages Prevents Rancidity," page 43, November, 1932, issue of MODERN PACKAGING.

In order to establish definitely that green is the only color which does not promote rancidity, experiments were performed whereby butter was irradiated with known wave-lengths of light beginning with 2900 Ångström units in the invisible spectrum covering part of the ultra-violet end, through the visible up to and including 10,000 Ångström units in the invisible infra red end. This work was done at the Smithsonian Institution of Washington, D. C., with an instrument called a monochromator. Samples were taken at the various bands throughout and tested. All gave a positive test for rancidity except the sample taken at the green band which was 5461 Ångström units and that was negative. Because it takes three times the amount of light intensity to obtain results with the red end of the spectrum in comparison to the ultra-violet end, two experiments were conducted, one for each end. Work with the monochromator shows that only very narrow limits exist where photochemical change does not take place, namely, 4800 to 5800 Ångström units.

Hundreds of samples classed as oil-bearing foods and feeds have been tested with green or black as a protective wrapper. During the winter when sunlight is not so strong and so often hidden by cloudy weather, a battery of four 500 watt C.X. General Electric lamps were used. The spectrum analysis of light from these lamps is similar to the sun but only approximates 40 per cent of June light.

Only a moment of reflection will reveal what a vast application this photochemical discovery has in the industry. Potato chips are one of the oil-bearing foods which spoil so quickly that all packages not sold within three or four days must be collected and replaced with a fresh supply. Even then one is disappointed occasionally with rancid chips. You will recall that the usual package is made with white or light amber paraffine paper, glassine paper or transparent cellulose. With such wrappers, the deleterious light rays, whether direct sunlight, diffused sunlight or light from the common mazda lamp, act on the thin film of oil held by the chips and induce spoilage. Experiments conducted in the laboratory have shown that potato chips enclosed in only green or black wrappers keep fresh from one to two weeks longer.

Cereals and breakfast foods containing the oily portion called the germ, such as whole wheat flour, corn meal, shredded wheat, muffets, whole wheat biscuits, rolled oats and many others, would keep fresh and free from rancidity longer, if protected by green wrappers or containers. A moisture-proof glassine, paraffine paper or parchment paper colored with the proper shade of green should replace the white paraffine bag commonly used inside the package. The inside of the carton might be lined with grass-green or the outside covering may be green and still carry the usual printed matter. There are many ways food may be protected by the arrangement of the green filter screen so that an attractive package may result at little or no additional cost.

Coffee is a commodity which is sold largely on flavor.

Numerous sales ideas have been used in recent years to impress the public of the superiority of each firm's coffee. One is vacuum packed, another steel cut and so on, but no one has dreamed that light entering the package has an adverse effect on the flavor of that coffee, especially after being ground. Experiments in the laboratory have shown that coffee enclosed in green or black bags retains its flavor much better.

Cracker and cookie manufacturers realize losses due to rancidity because the cartons enclosing their goods are not usually impervious to light. Shortening and butter used in their baking become rancid in two or three months and make them unfit to eat. When there is a rapid turnover this does not often happen, but in isolated places such goods are apt to have a long stay on the shelves. A moisture-proof green wrapper inside or on the outside in place of the one commonly used, would enhance the keeping qualities far beyond the usual time for spoilage. Laboratory tests with packages of saltines and pretzels enclosed in black wrappers were edible after keeping one year, while packages in their original wrappers accompanying the specially wrapped ones were rancid at the end of a few months. They also had a most disagreeable odor.

Besides articles of food that have butter, lard, or cooking fats added to them, are those which turn rancid from naturally occurring oils present. Shelled nuts that look so tempting in the show window enclosed in transparent cellulose often find their way to the party table. It is quite embarrassing when one tries to hold a natural face before the hostess after crunching into a mouthful of rancid nuts. Those nuts had been drinking in the harmful rays of the sun. An attractive package made of suitable material and colored with the proper green will usually keep nuts until they are consumed.

Prominent among oil-bearing foods are corn oil, cottonseed oil, olive oil, and mayonnaise. Green glass of the proper shade is a safe container for such articles because there is no contact with iron. No matter how carefully an iron surface may be coated with tin or lacquer there are always microscopic iron surfaces which are acted on by acids of the oil. Small traces of metals, especially iron or copper, catalyze the development of rancidity as efficiently as the sun.

The Corning Glass Works furnished the Research Laboratory with a number of special flasks made of sextant green in which were placed the salad oils named above, and also lard, butter and peanut butter. The experiments proved that green glass is a practical and a useful means of prolonging the sweetness of such foods which readily turn rancid. Green containers also have the virtue of preventing the contents from fading. Catsup, pickles, preserved fruits, and numerous other articles possessing color being put up in glass will hold their natural shade if the container is green or if the container is enclosed in a green wrapper.

Because the region of the spectrum that does not promote rancidity is so narrow (Continued on page 60)

The Antique Candle Package Goes Modern

By Charles H. Sandak

WHEN the recovery of business commences—and who is there among us brave enough to say when that will be—Mr. Leading Manufacturer of His Particular Line is going to be left without any business—so he thinks. But, it is fair to assume that whatever that manufacturer, or any other manufacturer, does along constructive merchandising lines during the next few months, is going to determine, in no penny-ante manner, just what measure of success and worth-while business he is going to enjoy when “seven years of fat” finally come lumbering up to his door.

This angle of business prospective was the influencing factor in designing a new form of package for Diamond votive candles that would overcome not only the antiquity of the box in use but, at the same time, add several definite advancements to the salability of this advertiser's products.

Diamond votive candles are commonly used by many people of all religions for night light purposes but is, primarily, a candle designed and sold for use in Catholic homes. These candles were selling in almost all of the better known chain systems for a number of years and were displayed in the usual chain store manner along with other kindred items made by the same manufacturer. Sales were reasonably good but by this very token it was felt that the time had come for improvement, in more ways than one.

Diamond candles were shipped in boxes containing twelve candles. This was true of both the ten- and fifteen-hour sizes which, naturally, did not sell for the same price. One could not buy as many fifteen-hour candles for ten cents as ten-hour candles and as a result this involved broken unit sales. The store conveniently overcame this by removing the contents from the box and placing the candles on the counter, but this practice deprived the manufacturer of the opportunity to place his name before the consumer. More than that, the merchandise was exposed to the handling of salespeople and customers which resulted in spoilage and consequent loss.

A standard price level to the customer was another issue difficult to control. More often than not it was possible to walk in one store and buy four ten-hour candles for a dime and on the same block find another

chain store selling the same candle three for five. And the public was the ultimate loser.

The only logical way out of the problem was to package and merchandise the two sizes so that both the public and the manufacturer would receive the greatest benefit. And why not also a special chain store package—a ten-



The three new sizes and designs for Diamond candles and (at right) the old package

cent unit box? There being no dissenters, the new package was decided upon and now Diamond votive candles appear on the counters of chain stores dressed in their red and yellow garb, retailing for ten cents with the brand name constituting a prominent part of the box design. Two unit packages, however, make up the chain store distribution—10 ten-hour candles and five fifteen-hour handles—an advantage to the consumer made possible through the Diamond Candle Company's lower production costs on the new package. The third size contains one dozen ten-hour candles and is distributed in department, grocery and drug stores.

For Flat Rubber Goods

One of the most practical and ingenious developments in packaging in recent years should be chalked up to the credit of the Davol Rubber Company of Providence, R. I., manufacturers of rubber goods for the retail drug trade. Hot water bottles, fountain syringes and com-



bination syringes have for many years been packed in the most commonplace containers. All the thoughts of the various manufacturers seem to have been expended upon means of embellishing the product, as for instance by the introduction of color and by ornamental embossing. Little attention has been paid to the package in which the merchandise must be displayed on the druggist's counter or in his window.

More than a year ago John A. Clemens, service manager of the Davol company, began to look for a new type of package which would meet three important requirements: visibility for the merchandise; accessibility for close examination, and protection from shop-wear through exposure to dust or casual handling. The result of his study and experiment is the package in which Davol flat goods are now being displayed in drug stores throughout the country. The value of his accomplishment from the standpoint of package engineering is attested by the U. S. Patent Office which has allowed eight patent claims.

The package is made up of a single paper board blank which folds to make a complete box, opening at the side. A window of transparent cellulose is set into the blank so that in the closed position it constitutes practically the entire top of the box, and completely reveals the merchandise within.

The design is patented and controlled by the Davol

Rubber Company, but realizing that it is eminently suitable for the display and packaging of many kinds of merchandise the company is planning to license its use in many fields.

The little label on the can, box or package, under the searching eye of Uncle Sam is becoming an important factor in the health of the nation. Just as the railroad companies place at dangerous grade crossings their big signs reading "Stop, Look and Listen," so the United States Department of Agriculture is sounding an equally important warning when it says "Read the label." The quality of products hereafter will be stated in terms of grade standards developed by the Bureau of Agricultural Economics: "Grade A (fancy)"; "Grade B (extra standard or choice)"; and "Grade C ((standard)."

The Bureau of Agricultural Economics has been making extensive tests of the quality of canned fruits and vegetables, and official grades have been promulgated for canned corn, canned peas, and canned tomatoes. Tentative grades have been issued for canned beets, lima beans, pumpkin, sauerkraut, snap beans, spinach, succotash, tomato pulp, and grapefruit, and the bureau now has under test and consideration grades for canned applesauce, asparagus, carrots, mushrooms, okra, pimientos, plums, and sweet potatoes.

Containers must be sound and clean; metal containers must be free from rust and serious dents, and the ends must be flat or concave. The canned product must be packed in clean, unbroken packages. The labels on container and package must be clean and neatly and securely affixed. Canned tomatoes shall be considered as of standard fill if the entire contents occupy 90 per cent or more of the volume of the closed container.



"As Smart as the King's Guards" is the expression used by Kent Brush Sales Corporation to characterize Kent's British military brushes. Window displays feature posters of England's military pageants such as "Changing the Guard," "Trooping the Colour," etc., together with attractive boxes such as shown in the illustration. This particular replica shows mounted guards on duty at Whitehall



Containing Zanadu skin cream, these molded jars have been recently placed on the market by A. A. Vantine & Company and are sold exclusively through Woolworths. The jars are made in a number of colors—red, black, green, yellow, etc.—and the lettering on the cover is “wiped in” in a contrasting color. Molded by Norton Laboratories, using Plaskon

Carbona's New Polish Display

When the Carbona Products Company had completed preparation of its new product and package, a counter display was required which would attract attention, tell a selling story, meet with dealer acceptance, be not too costly and ship economically.

There was nothing particularly unusual in the conditions named. The list is much the same as that required of any buyer of a display. However, the container, as finally produced, meets these requirements in an unusually thorough fashion. Because

The display panel tells a complete story: that the polish works on black and tan, that it is in tube form, that it is economical, that it carries out the tradition of Carbona Fluid and cleans as well as polishes.

The container meets dealer acceptance because it is unusual, it is easy to set up (there is just one operation); there is no necessity for re-arranging the packages as they are displayed as delivered. Most important, however, the display uses *only two and one-half inches of cross counter space*. This space is always at a high premium. There is plenty of opportunity to place other merchandise under the display wings of the Carbona container. It really uses only the narrow space, yet it thoroughly dominates the counter where it is placed.

The container is inexpensive. It is printed on one side and there is one pasting operation in its assembly.

The container ships economically. The two wings of the display panel fold in against the sides. The container, with three packages of polish is 2½ in. x 5¼ in. x 6¼ in. although the display panel is 11½ in. wide when opened.

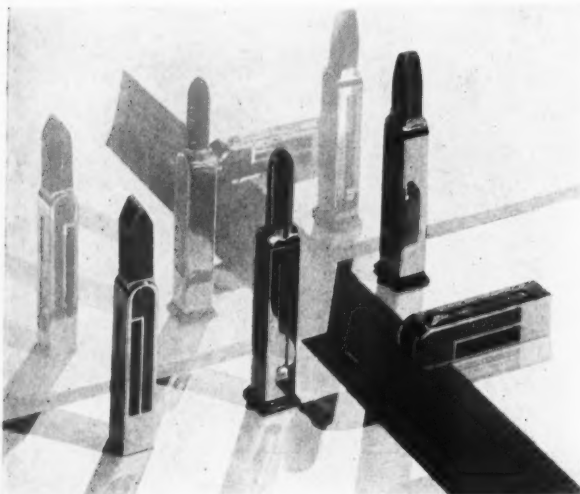
The application of this type of display carton is wide. It is adapted to the introduction of a few packages of a new item and a wider use in the packaging of dozen or larger quantities of small products.

This display, together with the carton and tube, was designed by Anthony B. Harris.



New Roll-Top Lipstick Cases

These new "roll-top" lipstick cases are available in square or rectangular shapes with or without bases to hold round, square or rectangular sticks. There is also a wide choice of paneled effects, enameled and plated finishes, and special designs or lettering of any type.



The sliding roll-top ribbon comes in transparent or colored material. In the closed position the thumb grip is at the top of the case. A slight downward pull rolls back the top and raises the stick where it remains secure. Manufactured by Scovill Manufacturing Company.

The Internal Revenue Bureau has announced that the mere fact that a small quantity of cosmetics of negligible value is placed in a valuable case does not warrant the conclusion that the latter is a container within the meaning of Section 619 of the tax law. The only real consideration for the price paid is the value of the case and not the comparatively negligible value of the cosmetic.

A person who purchases cosmetics and places them in such cases is not deemed to be a manufacturer or producer of cosmetics. The tax under Section 603 is imposed upon the sale of the cosmetics to him by the manufacturer and not upon the sale of the assembly by him. A person who manufactures cosmetics and places them in such cases for sale should compute the tax on the price of the cosmetics alone.



One of the new packages used by Parker Pen Company. The box, designed by R. W. Framberg of the Master Paper Box Company, is wrapped in a silver and black "Contemporary Print" of the Louis Dejonge & Company

After 35 years of using a plain tin tube of the highest quality obtainable and a plain black and white label for advertising recognition purposes, Baume Bengue Analgésique has turned to a completely lithographed collapsible tube, manufactured by the Peerless Tube Company, and designed by Package Design Corporation. The change was made primarily to avoid substitutions and this is done by featuring the signature of the original discoverer and manufacturer of this pharmaceutical



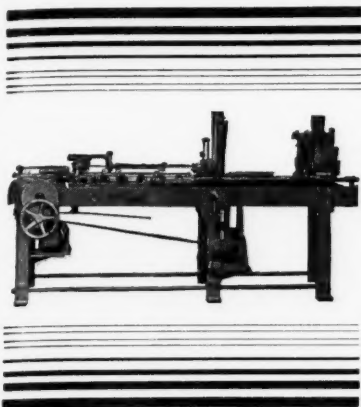
250% Sales Increase—Depression?

A product of long standing which has gained new life during the depression is Godefroy's Oyloff (a dry shampoo).

In 1931 the package was redesigned with an economy of the half carton and a booklet. October, 1932, sales are 250 per cent greater than a year ago. The new package, which has been on the market eight months, proved to be a material aid in getting the highest type of department store distribution, and in increasing drug store distribution.



The new package was designed by Simon de Vaulchier of Industrial Design, Inc.



Patrick Henry said:

"I have but one lamp by which my feet are guided, and that is the lamp of experience."

WHY not view your cartoning problems in the light of the "lamp of experience"?

You know many firms who use **CONSTANT MOTION CARTONERS**.

They know how they perform, how they stand up under high or low production. They know how profitable and satisfactory they have proven to be. Ask them, "How do you like your **CONSTANT MOTION CARTONER?**" Their verdict, formed under the lamp of experience, will be worthy of your consideration.

The **CONSTANT MOTION CARTONER** is utterly different than any other. It is original from end to end. No one can copy it or give you anything like it.

Please write us and we will tell you what the **CONSTANT MOTION CARTONER** will do for you.

R. A. JONES & COMPANY, Inc.

P. O. Box 485

Cincinnati, Ohio

The Smaller the Package the Greater the Profit

By J. L. Ferguson

WE have all seen such products as butter, coffee, sugar, milk, soap, etc., changed from bulk containers and portioned out to the consumer in smaller packages every day. These packages make for sanitation, easy handling and economy. The fact that most people buy most of their supplies in small quantities is sufficient basis for the motto: "The Smaller the Package the Greater the Profit."

The custom now is to insist upon sanitary packages of small dimensions which are well produced and well

ing in terms of small packages. For instance, with the flour mills, whose standard is barrels and who talk generally in carloads or thousands of barrels of flour, when the price jumps ten cents a barrel either way it causes some anxiety. While it has been indicated that about forty per cent of the bread that is baked is put up by bakers, this percentage will increase and should rightfully do so. Therefore, if sixty per cent of the baking flour is sold to the housewife, let us consider the following example:

A 2,000-bbl. mill sells 1,600 bbls. at \$8.00 a barrel. The remaining 400 bbls., or 80,000 lbs., packed in one-pound packages would bring \$12.00 a barrel for the flour, thus making an extra profit, over and above selling 2,000 bbls. at \$8.00 a barrel, of \$1,600. This small package production calls for expense of machinery, but is only a small part of the total cost which is the main item to consider in packaging anything.

In my opinion, household baking will consume but a small part of the flour industry, but every household will require some flour in order to make biscuits, soup, or gravy, and an attractive package with proper directions will be the thing wanted.

Going from the single package to the case of packages there is plenty of opportunity for development. There are some packages that have had their dimensions figured out by traffic departments and based on legal restrictions as to carrying capacity of paper packages. The difference between opening up a case with six or twelve packages in it instead of forty-eight is that one has a fresher stock all the time and a large package ready to deliver as well as a small single package.

The development of automatic machinery is going on in such a big way that the labor item and machinery item in case cost will be a very small item and will reach a point, and has reached it in some industries, where it is a question whether they will invest in producing equipment or warehouse facilities and minimum amount of equipment. Here is an example: A mined product milled and stored in a large pile was sold by the manufacturer in bulk barrels, sacks, packages and otherwise. The demands for certain kinds of packages were seasonal and, because of having limited amount of machinery for packing, it was necessary to operate before the different seasons opened and warehouse the finished packages. The warehouse cost over \$80,000. If one-half of this had been invested in equipment instead of the warehouse the manufacturer would have been better able to take care of orders and delivery.

The best investment in the ordinary factory is tools. We have seen some of the largest and most successful firms operate their plants with practically no warehouse, running the raw product through their process and pack-



J. L. Ferguson

advertised by the manufacturers, and the marketing to the consumer is being done in such a way that no time can be spent reducing bulk by hand to consumers' packages. The fact is the customers in the ordinary store nowadays can serve themselves or be served with a half dozen items in packages while they would be waiting for a half pound of butter to be put up in the old manner. It is rather convenient to get a can of soup, one-half pound of bacon, one-fourth pound of butter, a loaf of bread, package of flour, one-half dozen eggs, or the like variety of other things and carry them out in your arm.

It is better for the manufacturer from a point of advertising and keeping quality that the size of his package be kept to the minimum as an open can, carton, bag or bottle of some products will not keep in good shape for any great length of time. Rather than have the consumer condemn the product the manufacturer would prefer to encourage the opening of a fresh package.

In some industries the viewpoint will not permit think-

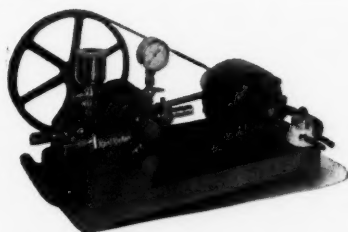
Abstract of an address presented at the 55th Annual Convention of the Pennsylvania Millers and Feed Dealers Association, Sept. 14-16, 1932, at Allentown, Pa.

KIEFER MACHINES

*for
liquids*

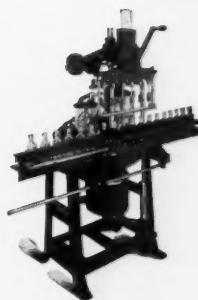
*semi-
liquids*

PUMP



Save time, labor,—elevating, transferring, filtering, percolating products with a Kiefer Rotary or Centrifugal Pump. Acid-resisting bronze, stainless steel, monel, nickel construction.

FILL



Accurate, clean, rapid work in bottling and packaging liquids and semi-liquids, by vacuum, gravity-pressure, measuring fillers. Over thirty types and sizes.

FILTER



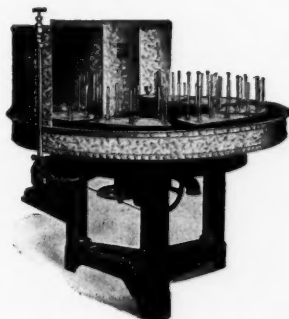
Put added sales appeal in your product by real filtration. Kiefer complete line includes filtermasse, paper, cloth, asbestos filters.

CLOSE



Tighten your screw caps on a Kiefer machine for a sure, safe, dependable job. Also Corking Machines.

CLEAN



To rinse, sterilize, dry, or air-clean your containers, use Kiefer machines for a better, less-expensive job.

CONVEY



Move your containers without labor cost. Avoid congestions and delays. Facilitate packaging operations with Belt Conveyors.

Can your bottling and packaging work be done at lower cost? Is there still a way to cut some corners? Are you using the most practical methods, or do other plants have a better way of doing the same things? Why not find out. Our thirty-years experience is yours for the asking. Talk to us about it,—NOW!

The Karl Kiefer Machine Company
Cincinnati, Ohio

aging directly into cans. In all lines this is not possible, but we can all learn considerable from our friend, the automobile manufacturer, when it comes to getting a balanced set of equipment for the so-called mixed shipments or variety of products and loading into one car at the same plant.

Our idea of packages for the consumer of products that are semi-perishable or affected by the elements is that the smallest consistent with the product and time of consumption is the most desirable and in most cases economical for manufacture. The housing of the correct amount of product for the proper length of time is the next point and this an ever-burning question, because cost is a big item here.

A liquid or semi-wet product should be housed in glass or tin. A dry or semi-dry product should be housed in as near an air-tight package as possible. A product that is normal under all weather conditions needs little in the shape of a package except one strong enough to carry and tight enough not to sift. A package that is not air tight is not moisture proof and any package that will breathe air will in time let the contents become of such a moisture content that is normal under atmospheric conditions. Therefore, we have a condition in packages from liquids to semi-liquids and semi-dry to dry to the normal product such as grain, coal, etc.

Dry products or semi-dry products are hungry for moisture, and wet or semi-wet give off moisture to the atmosphere, while in normal products the change due to atmosphere is hardly noticeable. We put wet cooked and preserved foods in air tight containers. We put rice in paper boxes. We can store grain in box cars. No one will put a semi-wet product in a commercial paper box because it eventually breaks down.

Amount of product in a package, time required from manufacture to consumer and housing of product for this length of time are the three points that are the basis for package construction. One is dependent on the other two. Shelf value, carrying ability and cost are three other points that come up after the first three are answered. While all basic reasons are sound and necessary, it should be remembered that all of the answers above have to be within customary commercial conditions, but starting with a definite basis we can adjust these items with full knowledge of what we are doing.

The unit of consumption is basic, the units of coin are set, the weights are standardized. We don't buy a barrel of Epsom salts because it would be cheap. We don't buy one cracker because we are not hungry, so why not settle on a basic amount whether it be grams, pieces, or tons.

Amount of product is that amount used at one time by the greatest number of consumers. Length of time is that required from time of packaging till it is consumed. Kind of wall is that while properly houses for the time stated the amount of product decided upon.

Household food products should have their amounts decided on by the amount that is consumed by the average family per meal. Length of time is determined by

turn-over which is controlled entirely by consumer demand stimulated by merchandising. The wall of package is that which properly resists breathing so as to keep product in intended condition until consumed. That is, prevent any further processing before consumed.

The scientific result showing the least number of square inches of paper that will hold the greatest cubic contents per square inch of paper in a vertical seam, full overlap flap on both ends, carton is in the proportion of 1 x 2 x 4 for a rectangular sided package. This shape carton, however, is not pleasing to the eye but it has the advantage of being made from the least amount of paper, holding the most product, for greater shelf value and easily handled.

Production should be on the unit basis so that uniformity of package and duplication of equipment will allow for the most efficiency and subjected to a better refinement and economy.

Packages should be attractive, and the judgment of this should be obtained from the best sources available, whether it is accepted or not, because a modification after trade mark or design is established is hazardous.

Considering the accuracy of weights in dry, semi-dry, granular, pulverized or formed products, or to better describe them, say sugar, flour, beans, rolled oats, soap flakes, gum drops, pulverized manure, popped corn, etc. Ordinarily the packers of dry or semi-dry products think of weights of same in packages, in ounces, pounds, grams or similar units of weight, while in their factory they are packing other items that are liquid or semi-liquid and, if you will recall, these cans, jars, tubes, etc., are generally marked in ounces also. Now if we can or, if required to mark weights on packages, we should give the packages the best commercially accurate weights possible.

I feel that specific gravity accuracy of product determines accuracy of weights. Nearly all liquid or semi-liquid is measured, and nearly all have a standard of specific gravity that is the basis or standard of the producer or trade. You will find the liquids run fairly uniform as to weights and, in my opinion, the thinner is more accurate and the thicker is more variable. Regarding semi-dry products, I am of the opinion that they are less constant in specific gravity than the dry. Also the larger the particles the greater is the hazard in weights.

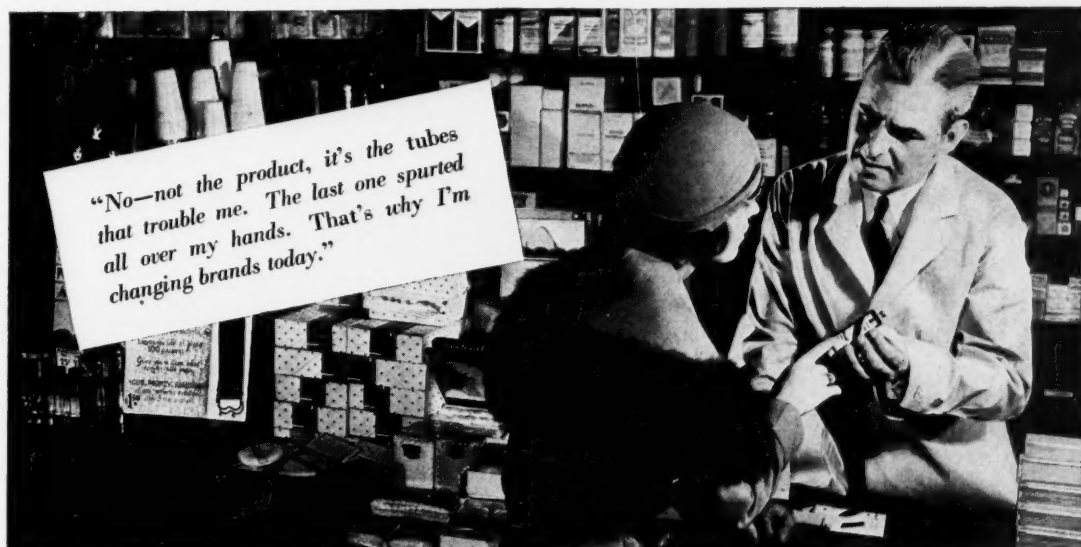
We must carefully consider the time element in all of the above. As an illustration, we will fill a pint can from a faucet that is two inches in diameter and twenty pounds pressure. To open the faucet fully it will be difficult to exactly fill the can, but with a faucet $\frac{1}{8}$ in. in diameter and open full we can get it almost exact.

If a measuring device is used for dry or semi-dry free flowing materials and the specific gravity does not fluctuate rapidly, the more satisfactory and less troublesome is the machinery for handling it into packages. When we consider that expensive liquids are measured, also some expensive dry products, it would seem possible to

(Continued on page 70)

GONE *for good:*

ONE CUSTOMER OUT OF SEVEN



—BECAUSE OF BAD TUBES!

As many as 4 out of 5 consumers of products packed in tubes are annoyed, now and again, by pin holes, cracks and other troubles with tubes.

And when a product messes up a customer's hand, the chances are at least 1 to 7 that he'll change to another product on account of these tube flaws.

That is what the Bureau of Industrial Research found out by questioning subscribers of leading magazines. Practically every product packed in tubes, and distributed nationally through drug stores, was mentioned by those answering the questionnaire.

That, also, is what we mean when we say that bad tubes lose good customers! Here at Sun Tube we aim to insure against this risk by approving only tubes that are trouble-proof.

To find faulty tubes, to throw them out, to allow only perfect tubes to be shipped—that's what every

machine and device, every worker and inspector is centered upon in Sun's precision plant. Sun tubes simply *have* to be good to get out of this scientific plant!

And Sun's production record on this score certainly indicates success. Pure materials, precision machines, and science in inspection make Sun tubes trouble-proof! Whether you require 1,000 gross per year or 100,000, Sun can manufacture trouble-proof tubes for you at prices that stand comparison! Give us a call!

★ **SUN TUBES**

“TROUBLE-PROOF”

**SUN TUBE CORPORATION
HILLSIDE, NEW JERSEY**



Appropriate package assortments like these are generally appreciated. Illustrations courtesy of Owens-Illinois Glass Company

Holiday Cheer in Glass Packages

IT IS SAFE to say that glass-packed foods and beverages will play a greater part in the Christmas trade this year than ever before. Already wholesalers and retailers are displaying handsome assortments of these articles in tasteful, colorful cartons and baskets ready to tempt shoppers to take such a practical gift home or to send one to a friend.

There is something about the cheeriness of the bright glass containers, with their neat caps, colorful labels and suggestion of high-quality contents that takes away all suggestion of their being sent primarily as a food gift. There is the romance of a steamer basket of fine fruit or of a box of chocolates. They bring a friend dainties that he may not frequently think of purchasing for himself. The donor gets a thrill out of giving such a unique gift and thrill out of the exclamations of interest and pleasure that such a gift invariably brings forth.

It is a year, too, when everyone has unusual respect for a sensible gift. Waste of money on useless articles will be frowned upon this year. The handsome holiday assortments of glass-packed foods and beverages that are on display in amazing variety bring glass into its own as the traditional dispenser of good cheer, and with their low cost and handsome appearance, will solve the Christmas gift problem tastefully and pleasantly for hundreds of thousands of people.

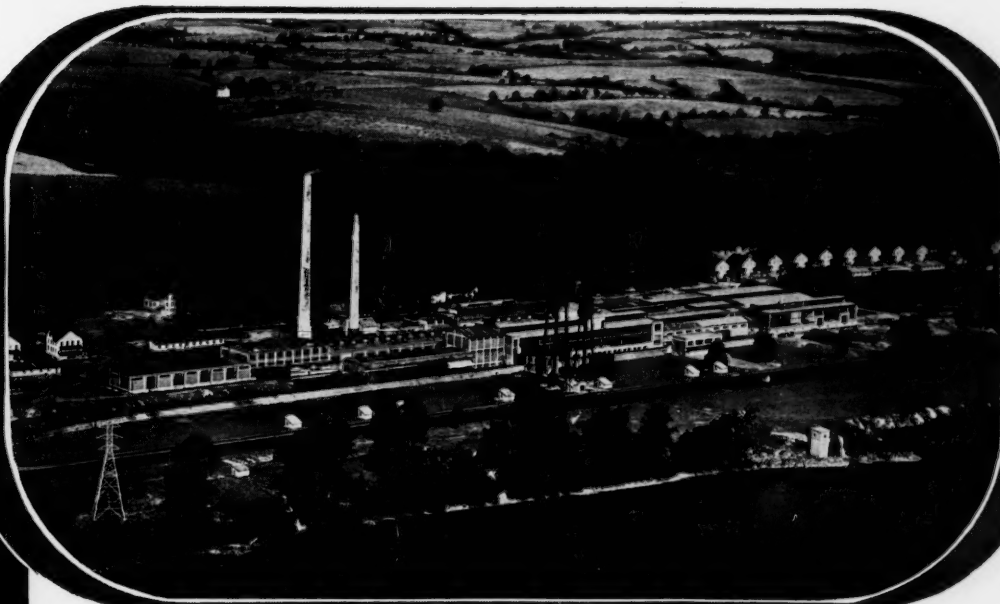
Any wholesaler or retailer can assemble such assortments for the holiday trade, arranging them attractively on counters or in windows. There are dozens of

interesting combinations that can be made from stocks of candies, coffee, relishes, fruits, marmalades, pickles, condiments, mayonnaise, Chili sauce, peanut butter, nut meats, tomato juice, ketchup, olives, mince meat, jams, jellies, grape juice and bottled carbonated beverages.

These attractive gift assortments of glass-packed foods and beverages will prove ready sellers to customers who are looking for something different in gifts. And this year more than ever such gifts will be appreciated. Displays of such assortments are ideal for windows and



counters. Any retailer can try them out on a small scale, if he wishes and then as demand grows, can brighten up his whole store with such displays.



PAPER TO MEET *Your* PACKAGING NEED

NOT long ago it was thought that one or two papers might easily be used for every packaging need. Today the growth of packaging has resulted in a keener analysis of packaging problems. In the one Riegel Mill shown above—the largest of its kind in the world—over 100 different papers are made to fit the specific packaging needs of various manufacturers. Coconut, gelatin, pipe tobacco, cake, coffee, cereal, soap, pharmaceuticals, textiles—countless industries each have their special wrapping and lining problems which have been solved economically by a Riegel Paper.

If you're faced by some production problem, bringing out a new package, dressing up an old one, or just frankly trying to cut your packaging costs—write us your story today. To manufacturer, printer or advertising agency we offer unbiased advice based on experience and research work in many fields, without charge of course.

RIEGEL PAPER CORPORATION

342 Madison Avenue, New York, N. Y.

OUR
PORTFOLIO
OF PACKAGING
PAPERS SENT
ON
REQUEST

Here is a Giant Package

A giant bottle, 38 ft. high and 9 ft. in diameter, erected at Cape Cod by Cranberry Cannery, Inc., of South Hanson, Mass., to advertise its Cranberry Juice



Cocktail. During a three-week period in August, 10,000 people stopped at the dispensing stand adjoining the big bottle, which is an enlarged model of the standard size.

The judges who will determine the winner of the second Irwin D. Wolf trophy to be awarded by the American Management Association for the best package developed and put on the market between Jan. 1, 1932, and Feb. 15, 1933, have been announced by the association. The award will be presented at the Third Packaging, Packing and Shipping Conference, Clinic and Exposition to be held in the Hotel Pennsylvania, New York City, March 7-10, 1933. In addition to the Wolf trophy, honorary awards will be presented for the best packages in eleven various classes. The judges, as announced by Alon Bement, director of Art Center, are as follows:

Richard F. Bach, director of industrial relations, Metropolitan Museum of Art, New York City.

Harry L. Gage, president of the American Institute of Graphic Arts, New York City.

C. F. Kettering, General Motors Corporation, Detroit.

Edward Molyneux, art director.

Dr. Paul Nystrom, professor of marketing, Columbia University.

Harriet Sartain, dean of the Moore Institute of Art, Science and Industry, Philadelphia.

Marion C. Taylor, stylist.

This year's classification of packages will differ materially from last year's, in accordance with recommendations submitted to the Association by the classification committee of the Wolf award. This committee consists of C. B. Larrabee, *Printers' Ink*, chairman; Edmund Hoffman, Jr., American Can Company; W. F. Howell, Robert Gair Company; Fred Miller, Union Bag & Paper Corporation; Ben Nash, Products Development Company, and L. B. Steele, DuPont Cellophane Company.

This year's classification, according to the committee will be as follows: 1. tin, 2. glass, 3. molded plastics, 4. collapsible tubes, 5. wood, 6. visible display packages (flexible, visible material such as transparent cellulose, glassine, etc.), 7. paper bags and envelopes, 8. set-up boxes, 9 folding cartons, 10. canisters (containers of board or fibre body with tin top and bottom), 11. miscellaneous.

Packages submitted in the contest will be exhibited in the Art Center Galleries, New York City, Feb. 20 to March 4, with the cooperation of the National Alliance of Art and Industry.

The Internal Revenue Bureau has announced a ruling on taxability of candy in fancy containers as follows: Subdivision (a) of section 619 of the Revenue Act of 1932 provides that in determining the price for which an article is sold, there shall be included any charge for coverings and containers of whatever nature.

"Therefore, the basis of tax on candy sold in fancy containers is the sale price of the combination, unless the price of the candy and the ordinary container are segregated from the price of the fancy type package. If the sale prices are so segregated the tax will attach to the sale price of the candy, plus the ordinary container only."

Meeting with ready acceptance wherever it has been shown, this new package for individual bags of herb tea has been adopted by the Garfield Tea Company. Twelve tea bags are included in each carton



Several years business
in



3 months

READ WHAT OUR CUSTOMER
THE LOBL MANUFACTURING CO.,
WROTE TO US:

November 22, 1932

"Manufacturers of these articles for nearly 20 years . . . Sales declined from year to year . . . Most discouraging . . . Line well-nigh on the brink of extinction . . .

WE GOT TOGETHER! . . . You made for us sales-compelling display cards . . . created a real sensation . . . Three months sales a *multiplication* of a whole year's business. A true sales miracle . . . To you goes the credit . . . with our deep gratitude!"

Let's GET TOGETHER now for
the same kind of satisfaction!

F O R B E S
B O S T O N

NEW YORK • CLEVELAND
PHILADELPHIA • DETROIT
CHICAGO • ROCHESTER

ALL CARDS
LITHOGRAPHED
IN 5 COLORS

IDEAS

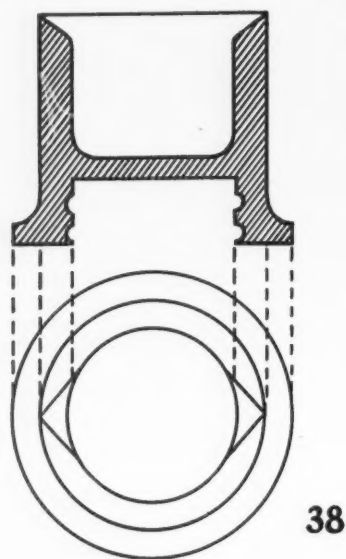
Advertising has its great slogan "Repetition Means Reputation" . . . Packaging can parallel this with "Convenience Means Consumption" . . . for it is manifestly true that those packages which are planned to save annoyance in opening or in the use of their contents, or to provide means of service other than that of a container, are the ones which win approbation and repeat sales. . . .

* * *

It was pointed out by Katherine Fisher at the last Packaging Convention in Chicago that housewives are particularly keen to adopt new ideas, applied to packages, which are time-saving and temper-sparing. . . . The pity is that there are comparatively few of such devices, even among the packages which contain nationally known and widely used brands. . . . And with the women doing 85 per cent of package buying, too. . . .

* * *

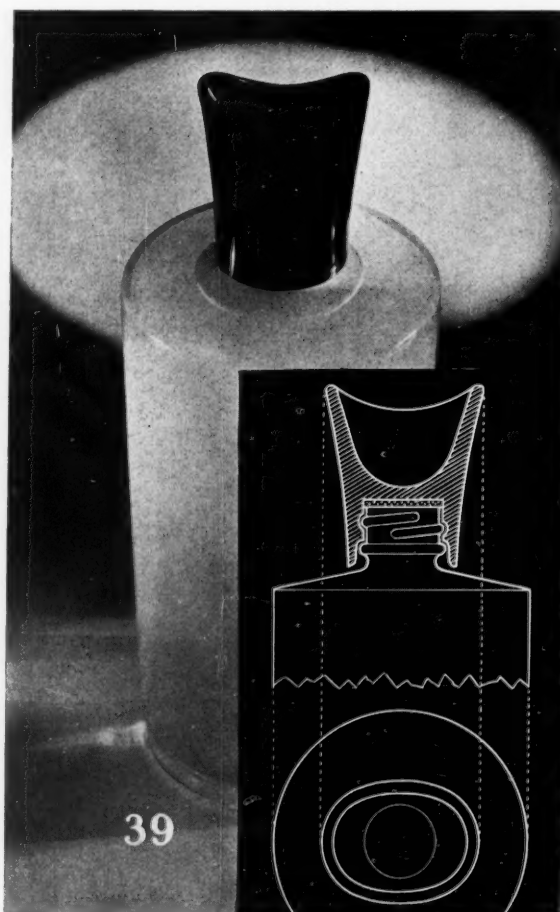
Reverting to advertising for the moment . . . we read of washing powders and soap flakes that claim immunity from injury to hands and skin . . . you love to touch 'em even after a hard day's washing . . . but we have yet to see the ad that promotes a package because of its ability to prevent cracked finger nails or to provide a simple and effective means of opening and closing during the life of the container . . . but there are some such that can be emulated, even if they are not mentioned in the advertisements.



38

While not always applicable, ideas from sources other than those afford by food packages and the like are frequently suggested . . . and the two included in this month's presentation, in utilization, it must be admitted, are considerably removed from the kitchen or pantry . . . but useful, nevertheless, and of real practical value.

#38 FOR FILLING FOUNTAIN PENS . . . A molded screw top closure which may be fitted to the top of an office size ink bottle . . . or a small one for that matter . . . the closure, when removed, is placed on a desk or table, given a "filling" of ink and thus provides a convenient means for "loading" fountain pens. Submitted by Frances Cushing Hall, 53 Washington Square, New York City.



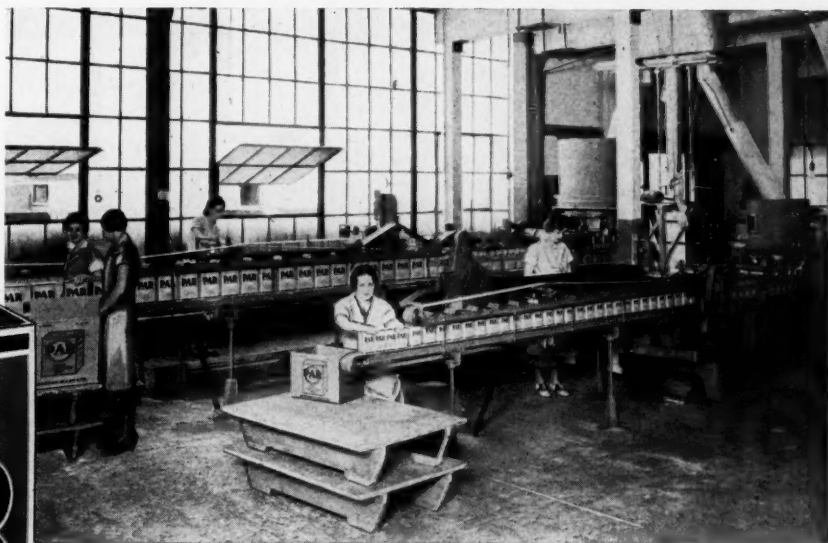
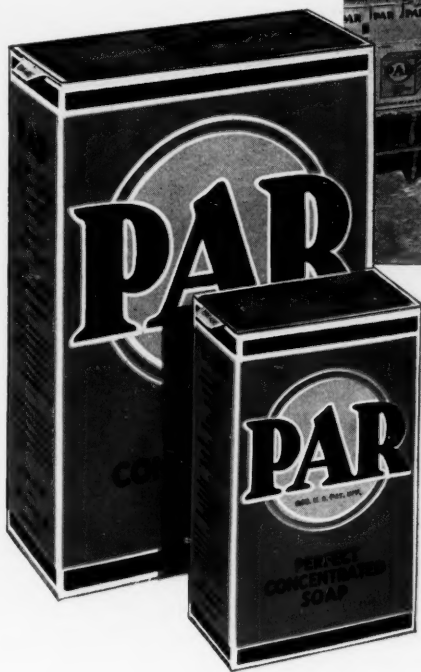
39

#39 EYE-CUP CLOSURE . . . One of the objectives of design is to make the use of the product more inviting and convenient to the consumer . . . Eye lotion must be used with an eye-cup . . . The eye-cup bottle must also have a closure . . . Therefore, one of the objectives of design as applied to this product has been to combine the closure and the eye-cup . . . This design for a plastic closure accomplishes this end and provides not only a handsome closure with its liner, but a light, heat-resistant, and handy eye-cup which is always in place on the bottle . . . In addition, it is easily washed, strong, non-corrosive, and dent-proof . . . From the point of view of an attractive package, it tells the story of the product immediately and is available in a wide range of color . . . It fits the hand admirably and will stand on its base . . . Finally, it is smart and neat, a definite improvement to the looks of the bathroom shelf or the medicine cabinet . . . Designed and copyrighted by Industrial Design, Incorporated . . . Photo by courtesy of General Plastics, Incorporated.

The "Par" filling record

of Two S & S Filling Machines is 60 8-oz.
and 54 2½-lb. Packages per Minute

A Total of Over 37 Tons per Day!



AT the plant of Gordon-Allen Ltd., Oakland, California, two S & S Automatic Carton Filling and Sealing Machines are used to Package "Par", a well-known soap powder. Many packaging experts believe these machines are doing a distinguished job.

One fills and seals an 8-oz. package of "Par" at the rate of sixty cartons per minute. The other fills and seals a 2 lb., 8 oz. carton at the surprising rate of fifty-four packages per minute!

Despite their uncanny speed, neither of these machines allows a variation in weight of more than 1/8 oz. and every carton is *cleanly* filled, without spillage and needless waste. From feeding to sealing the operation is entirely automatic.

The S & S Fillers used for packaging "Par" are one of many styles of Stokes & Smith Fillers carefully engineered for many different purposes and time-tried in many different plants with hundreds of different materials.

STOKES & SMITH

PACKAGING MACHINERY
BOX MAKING MACHINERY
Frankford, Philadelphia, Pa.

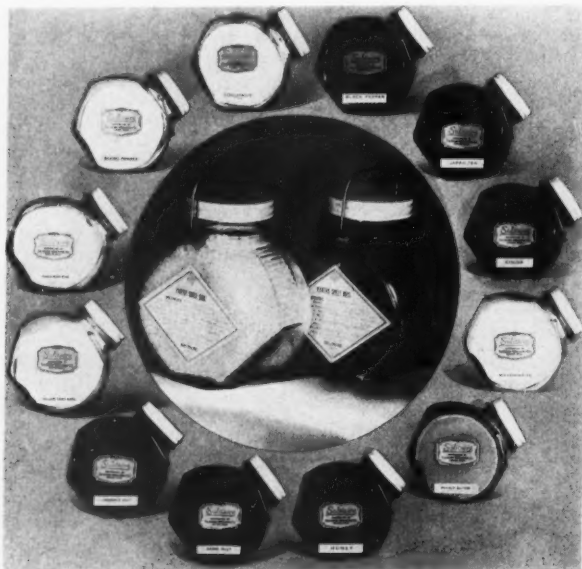
★ For economy and success, send your filling problems to S & S

DECEMBER, 1932 59

Uses Shelf Jar To Identify Products

Capitalizing on the display value of the new Owens-Illinois "Tip-Top" shelf jar, together with its re-use possibilities, the Morey Mercantile Company, of Denver, Colo., has adopted this container for different products of its "Solitaire" brand. The jars not only display the contents but give an unusual impression of quantity and quality.

The "Solitaire" products packed in these jars are black pepper, Japan tea, cocoa, peanut butter, honey, grape



jelly, plum jelly, mint jelly, crabapple jelly, powdered sugar, mayonnaise, fine cocoanut, yellow corn meal, white corn meal and fancy head rice.

Each jar merchandises its extra re-use value by means of a special label on the reverse side which advertises the jar's uses with the following message: "Solitaire Food Products packed in this useful pantry shelf jar cost no more than products packed in the ordinary type jar. This handy pantry shelf jar has many uses in the home. Standard Mason fruit jar tops will fit this jar, so, when empty, it may be used as a container for fruits, vegetables, pickles, etc."

More About Grass-Green Containers

(Continued from page 44) it is important that the proper green be used. This point can not be emphasized too forcefully. Many believe that amber is protective from the old beer bottle idea, but in some cases it is worse than clear glass because it transmits some of the most active rays. When yellow green is used some yellow, orange and red shine through the package and cause spoilage. Spoilage would likewise result if blue green were used, since blue and ultra-violet would be transmitted to the enclosed food. Just because a wrapper or container looks green is no sign that it possesses the essential keeping properties. The eye is unable to judge accurately the particular green specified.

The entire question resolves itself into the necessity of having the green wrapper or container tested by an expert in that field before goods are placed on the market. Otherwise financial ruin might result from spoiled goods. The government laboratory is not equipped to make necessary tests, although these may be obtained from reliable commercial sources. I repeat; it will pay the manufacturer of the green paper or glass to have it tested and approved before interesting food manufacturers to use their green material.

Other ways of making an attractive package and still have the maximum keeping qualities, is with the use of foils or with paper or other sheet material coated or printed with powdered metals. Numerous designs and colors are available when these materials are used. The foils are impervious to light and furnish an excellent wrapper for the more refined foods, such as candies made of nuts, butter scotch, cocoanut, chocolate, etc. Powdered metal paper wrappers make an attractive wrapper for soaps. This style of wrapper performs two functions: it keeps the soap from becoming rancid, and at the same time preserves the life of the perfume with which the soap is scented.

Outside the field of foods are pharmaceuticals and cosmetics which are made up with oils and fats that may turn rancid. Notable among these are cod-liver oil, salves, face creams and the like. All would have better keeping qualities if protected from light with green.

Flavorings and spices containing essential oils belong to the class of goods which would be improved if protected from light. In fact, it would be difficult to enumerate all the commodities that would be improved by the application of the present discovery.

Note: The author will be glad to answer questions and give additional information if letters are directed to Mayne R. Coe, Food Research Division, Bureau of Chemistry and Soils, U. S. Dept. of Agriculture, Washington, D. C.

Label Copy That Works

(Continued from page 42) merchandising is the double purpose copy used on labels. The copy serves first as an aid to counter sales people, giving the facts concerning the design interestingly and briefly enough to be read by a prospect in less than a minute. To give the trays individuality, in addition to their association with the designer, each of the five has been given a suitable name. For convenience in store display, strip labels are run on the edges of packages, carrying name of the tray and manufacturer's marking. Thus when the trays are stacked each one of the group is easily identified. A short paragraph on the face label sets forth clearly what period of decoration the tray is intended to fit into. Another function of the copy is to give the hostess "something to talk about" to her guests. Origin and meaning of the design are simply explained. She talks and becomes one of thousands of salespeople for Westinghouse trays.



Economical...and Strong

- Ribbonette is an inexpensive tying material. In these days of cutting costs, it presents an economical way to add color and attractiveness to your packages or product.
- Strong, too. Made of fine cotton yarns, it can be relied upon where dependability as well as beauty is necessary.
- Ribbonette comes in many modern and colorful designs—or it can be styled for your especial use. Made in various patterns, in many color combinations and in widths from 3/4" to 3/16".

Try Ribbonette. Suggestions and generous samples on request.

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.
 2319 Logan Blvd., Chicago, Ill.
 55 West 42nd St., New York

RIBBONETTE

By the Makers of Print-Ad-String

Editorially Speaking — —

Should Package Design Be Speculative?

We have frequently been asked the question, "How much should be paid for the design of a package?" To which we would like to counter with the question, "How long should a man's legs be?"

We seek the advice of a physician when we need a diagnosis or cure for our bodily ailments, we consult a lawyer when we find ourselves in legal difficulties and we have come to accept professional counsel on many matters, the intimate details of which, often enough, lie beyond our understanding. For such services we expect to pay reasonable compensation—a fee based on the amount of work done and the anticipated benefits, with perhaps something extra thrown in because of the experience or reputation of those who are so engaged. We find there is a varying scale of charges; ordinarily, the greater the specialist the higher the price asked. So much for that which we accept and have taken for granted ever since the recognition and establishment of the so-called professions.

We have consistently pointed out that package design, within the full meaning of the term, considers not only the artistic planning and execution of shape, size and decoration of the package, the materials which are used and methods of production but should also take into account certain research and study as preliminary to the foregoing. Determining the "objective" of the package—such considerations as markets, buying habits of purchasers, type of product, and several other factors that directly influence sales—are often of more importance than the selection of those items which make up the physical appearance of the package.

We may, of course, attain our objective—a successful package—through a process of dealing with the above considerations as separate entities, making use of such services as are available for each. But the proper coordination of all factors is essential.

Then there is the alternative plan of employing an experienced package designer for the entire work, placing in his hands the responsibility for the carrying out of the several details. The packaging industry recognizes several individuals and organizations who have specialized in package design. To them this work has become a profession—they have paid a price in study, in training and in experience. It is not unreasonable, therefore, that they should demand, and receive, adequate compensation for their services.

Yet we learn, now and again, of instances where package designers have been approached by manufacturers seeking changes or a new design for their packages with the proposal that the work be done on speculation. "Get us up a design and if we like it, we'll pay you for it," or "Submit us a number of designs and we'll pay you for the one we select."

Now it may be that among the package designers or package design organizations there are those who are sufficiently endowed or otherwise supported that they can afford to undertake such commissions. But we are inclined to think that such practice will be short-lived or at least will not be condoned by those who are earnestly endeavoring to place the profession of package designing where it rightfully belongs.

The product manufacturer does not expect to obtain his requirements for equipment and material on a speculative basis. He is willing to pay a fair price, and does so with a reasonable assurance that he will get value received. Why, then, should he make an exception of a service the value of which can be judged by standards now well accepted and understood.

In obtaining package design service as in the securing of equipment and materials, the rule works both ways for the manufacturer who uses them—he gets what he pays for.

The Pioneers In Packaging

With developments in new package materials and designs and in packaging methods and equipment following each other in rapid succession, it may well be that many of us lose sight of the work that has been done by those who really pioneered and who are, in fact, largely responsible for the present progress that the packaging industry enjoys.

Included in such a list should be the names of individuals and companies who have successfully solved problems that today are generally regarded as routine or accepted practice, problems that were the concern of yesterday and have paved the way for future achievements. Adhesive, ink, paper and paperboard manufacturers, package material makers, printers and lithographers, early advocates of artistic designs, as well as experimenters whose work in other fields has been applied to packaging—all of these have contributed in no mean measure to the building of a really great industry. Many of these still remain in the service of packaging and continue to supply their experience, research and progress to its growth.

The complete history of packaging has not yet been written—one who would learn of its accomplishments and endeavors must read it from many sources. But even this affords a most interesting cross-section of civilized business life, contributing as it does to production and merchandising. If and when such a book is written, the earlier chapters will not be complete without full credit to those whose foresight and patience made possible the developments of today.

K. A. Gherman.

HEEKIN



CANS

With
HEEKIN
HARMONIZED
COLORS

DON'T handicap a good product, one that should outsell your competitor, with an ugly package. One that neither depicts quality or confidence. No matter the quality within the can, unless the can reflects that quality it does not move on to the consumer. Heekin has made a name for producing colorful containers for all types of products. Why not permit our designers to study your problem and bring the solution to you. THE HEekin CAN COMPANY, CINCINNATI, OHIO.

Here and There in the Packaging Industry

Sefton National Fibre Can Company, 3275 Big Bend Rd., St. Louis, Mo., manufacturer of fibre containers, cans, boxes, etc., is said to be planning an expansion and modernization program at plant to cost about \$30,000.

The New England Card & Paper Co., Inc., of Springfield, Mass., have purchased the business which has been carried on by The New York-New England Company, of Holyoke, Mass., for the past ten years, and will add to its line the manufacture of cardboard and paper specialties including greeting card stocks, photo mount stocks, and the well known line of Veteran Covers. George A. Smith who has been associated with The New York-New England Company for a number of years will be connected with the Springfield concern.

The Cleveland Container Company, 10630 Berea Rd., Cleveland, Ohio, manufacturer of paper boxes and containers, paper tubes, etc., has arranged for a ten-year lease of space in Starrett-Lehigh Bldg., 601 West 26th St., New York City, for its new eastern branch plant. The factory at 15th and Bloomfield Sts., Hoboken, N. J., will be removed at once to new location, where capacity will be increased.

Paperboard Industries Association held its annual meeting at the Commodore Hotel, New York City, Nov. 17, 1932. At this meeting and at the group meetings held on the 16th, the following officers were elected for the ensuing year: George R. Browder, president and chairman of executive committee; Wesley M. Dixon, vice-president, Paperboard Group; M. M. Madson, vice-president, Container Group; John L. Barchard, chairman, Folding Box Group.

In addition to the president, who was elected by the general membership, and the vice-presidents elected by

the individual groups, each of whom was elected a member of the executive committee, the following were also elected as members of the executive committee: Paperboard Group—James A. Downs and Henry D. Schmidt; Container Group—R. H. Dollison and James B. Fenton; Folding Box Group—E. V. Donaldson and W. G. Latham; Container-Board Group—G. G. Otto and R. H. Bursch.

With the discontinuance of the A. H. Ross & Company as exclusive sales representatives, the U. S. Bottlers Machinery Company announce a new sales policy in which their direct factory representatives will cover the territory formerly covered by the A. H. Ross & Company. The management of the U. S. Bottlers Machinery Company feels that this type of representation will result in a better service to the customer and a more complete understanding of their equipment, inasmuch as the factory representative will have the knowledge and co-operation of the entire engineering personnel at his disposal, which will enable him to assist plant managers and superintendents in planning their equipment lay-outs.

Stevens & Thompson Paper Company, North Hoosick, N. Y., has bought and will take over on Jan. 1, 1933, the entire business of **Frank L. Scott Company, Inc.**, 270 Madison Ave., New York, N. Y.

Frank L. Scott Company will continue to operate as an independent selling organization. It will have the entire sales of the Stevens & Thompson Paper Company's products. These include paper board and specialties, paper dishes, toilet tissues, paper towels, paper napkins, and other allied products. It will also continue as sales agent for the Old Town Company's pie plates and moulded paper products manufactured at Old Town, Maine.



Shown at the Advertising Club of New York during the week of November 28 was a display of packages designed by Arthur S. Allen and his associates

What's New This Month at Dennison?

For some time now we have been reporting on unusual merchandising ideas recently developed at Dennison. Sales and advertising executives state they have followed our reports with great interest, especially because it keeps them abreast of the latest trends in all phases of packaging—the newest thing in boxes—in label designs—in displays—in seals—in tags. Here are a few more of the hundreds of recent developments of Dennison styling and packaging service. (Next month we will be back again with another report—be sure to look for it!)

9 Here are four different brands of Tomato Juice—in four different containers—each carrying a distinctive label by Dennison. The four concerns who chose Dennison to design and make the labels are L. S. Ayres & Co., Indianapolis; Tim-Boy Stores, St. Louis; Nobscot Spring Water Co., Boston; and Bloomingdale's, New York.

10 Dennison design and packaging experts developed this new merchandising idea for Ingram's Transparent Bottle Nipples—a self-vending counter display of a dozen boxes—2 nipples to the box—covered with Cellophane—ready to slip in mother's purse! Dennison designed and made the display easel and boxes—packed the nipples—and covered them with Cellophane. A striking example of the wide scope of Dennison Service!

13 A lovely blue and silver seal—a printed paper band to hold the dainty merchandise in—and the box itself with printed paper fly leaves in appropriate design—all made by Dennison for Carter's Underwear.

For details on how Dennison Service can help you, write to Dennison Manufacturing Co., Framingham, Mass.

11 What an attraction this beautiful Tussy Lipstick Display is for milady! There, in its modernistic wood panelled, glass covered frame she will find a handy, circular mirror, and right adjacent, actual samples of Lesquendien's famous Tussy Lipstick, in 8 preferred shades. The display, in its entirety, was designed and made by Dennison.

12 What a tempting setting for Elgin-Royale Watches is this exquisite display case, made for Stein & Ellbogen Co. of Chicago. The base and cover show a chased silver motif, which is carried into the inside display case. The base and frame of the inside case are of wood. And the swinging pad which holds the Elgin watch is of velvet. The complete display case was made by Dennison.



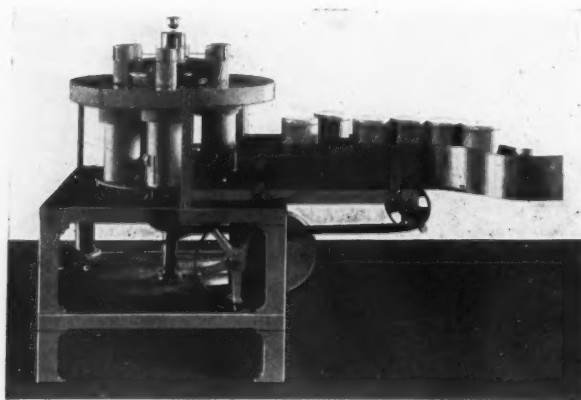
MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

New Shrinker for Paper Covers

To solve the problem of tightly sealing caps or covers on to paper tubes, as well as to make a more uniform surface for labeling, the J. L. Ferguson Company, Joliet, Ill., has devised and manufactured a unit which is known as the Packomatic Shrinker.

In the operations of this unit, which is shown in the accompanying illustration, the tubes, which previously are end glued and to which covers have been applied, are automatically timed into the rotating heads. Each head is equipped with an electric heating element. The can top is gripped by the head and the vertical surface becomes smoothly ironed. The heat applied also dries the glue and the cans are thus tightly sealed.



New shrinker for paper tube caps

The cans are automatically discharged to a conveyor leading to filling or labeling machine. Each unit operates at a speed up to sixty cans per minute.

Improved C. T. B. Cap

A new improved C. T. B. cap has recently been announced by Anchor Cap & Closure Corporation, 22 Queens St., Long Island City, N. Y. In addition to its improved appearance, several details in design and method of manufacture have been incorporated in this cap. As stated by the company, these are as follows.

A special ductile and resilient tin plate is used which permits the rolling of a deeper thread than is possible with ordinary tin plate. The resilience of the material provides a spring tension in the cap which keeps the liner under a tight and constant working pressure and thus prevents any weakening of the seal through loss

of resiliency in the cushion material of the liner itself.

An improved method of manufacture insures a thread in the cap that is absolutely uniform in pitch, assuring a more complete contact around the glass thread and preventing any cocking or tilting of the cap.



New C. T. B. Cap

A deeper and more accurately controlled thread is obtained, which effects a perfect seal on the full range of glass finishes from minimum to maximum with absolute freedom from friction or jamming.

A greater thread length results in a uniform grip around the bottle finish and, consequently, a more uniform sealing pressure on the top of the glass finish and further prevents any wedging or cocking of the cap.

The reduced height of the knurling and the slight space above it have resulted in three additional improvements. First, the narrow section above the knurling presents marring of the caps when applied by hand or machine chucks. Second, the narrower knurling eliminates interference of the knurling with the start of the glass thread, which interference results in tilting and imperfect seals. Third, the short knurls are easier to grip with sealing chucks.

The use of an inverted bead in the Anchor Improved C. T. B. cap provides a wide panel for decorative purposes and serves to concentrate the sealing pressure on the liner at the correct point—directly above the glass finish.

These are available in the following standard sizes: 18, 20, 22, 24, 28, 30 and 33. While they are regularly supplied in gold, red, green, blue or white they may also be lithographed with special decorations.

New Cigar Banding Unit

A new cigar banding unit, which is designed to be attached to a Package Machinery Company's wrapper, has been announced by the Arthur Colton Company, 2600 East Jefferson Ave., Detroit, Mich. This unit, which is shown in the accompanying illustration, attached to a standard wrapping machine, does away with the separate banding machine.

In operation, feeding and cutting of the transparent cellulose is done in the usual way, using standard parts as supplied with the wrapping machine. Bands are the same as used on standard machines although no ad-

Eye Appeal and Profits

\$\$\$



The sales value of a Superior Package



Keen merchandisers realize that EYE APPEAL is one of the most important requisites in making sales . . . This is especially true of packaged goods.

Notice how often a purchaser selects one product in preference to another, chiefly because of a superior package. And in most cases the choice is wisely made—for the public has learned by experience that the better products are invariably in modern, attractive packages, scientifically designed to keep the goods in first-class condition.

Competition for the consumer's favor has made package standards higher than ever before. And the makers of packaging machinery and package material have kept abreast of this trend.

New Possibilities in Package Design

Today you have a wide choice in the type of package you may

use—you can design a package especially suited to your product, a package that has individuality and eye-appeal.

Our machines are making packages with practically every known form of packaging material—plain Cellophane, printed Cellophane, printed paper wrappers, glassine, foil, cardboard, etc.—and in a multitude of forms.

Lower Costs with Modern Machines

A package improvement does not necessarily mean increased cost. Indeed, the very machines which make the improvement possible, often lower costs because of their higher efficiency.

Consult Us

With our wide experience, and intimate knowledge of modern trends we can give you real assistance in carrying out your package improvements.

Consult our nearest office.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts
New York Chicago Los Angeles
London: Baker-Perkins, Ltd.

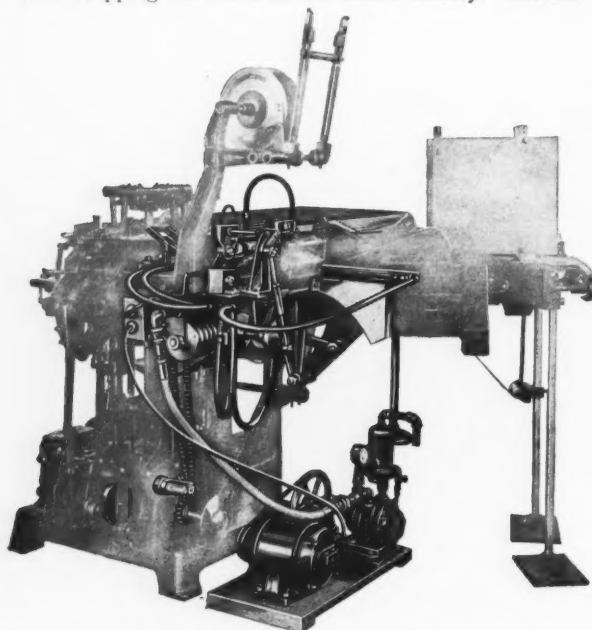


PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

hesive is required as the band is attached to the wrapping material and enclosed by same. Feeding and wrapping of the cigars is done in the usual way, no change being required to attach the banding unit.

The banding unit is accurately fitted to jigs and thoroughly tested before shipment and can be attached to the wrapping machines in the user's factory. Installa-



Banding unit attached to standard wrapper

tion requires only a few hours' time. It is easily adjustable to any size or type of band, also as to location when applied to the cigars.

The band and transparent cellulose are held in place at the various stations by vacuum, supplied by the pump furnished with each banding unit. The unit is sold outright, eliminating payment of rentals or royalties.

New All-Steel Silent Gears

Unusual interest is being displayed in the new silent all-steel gears and gear blanks being manufactured by the John Waldron Corporation of New Brunswick, N. J., and distributed by Smith & Serrell, general sales agents, Globe Indemnity Bldg., Newark, N. J.

The introduction of these gears represents a distinct development in silent power transmission. The gears feature a patented method of construction that is said to combine with the strength and long life of steel the added advantages of silent service and self lubrication. They are built up of many thin pieces of sheet steel, coated with graphite and subjected to tremendous pressure. They have the appearance of a ground steel gear of ordinary construction.

These new Waldron All-Steel Silent Gears are specially suited for use wherever silence is desired. They are designed to stand the strain and wear of strenuous silent service. In service, they take on a smooth glass-like polish on the teeth—a rolling surface that greatly

diminishes friction. One of the chief claims made for them is the noticeable decrease in number of shutdowns due to broken teeth. With the mating gear also developing a similar glass-like surface, smooth operation is assured. The gears may be run mesh with each other, with silence, or they may be run in mesh with any gear commonly used as a mating gear for silent pinions.

The manufacturer is prepared to furnish these gears cut to nearly all specifications or to furnish gear blanks which cut and machine easily and accurately.

A new bulletin completely describes the patented construction and combined advantages of these new silent all-steel gears. Complete tables of sizes, directions for cutting as well as diagrams and numerous illustrations combine to make this book valuable to all gear users. A copy may be had by writing either the John Waldron Corporation, New Brunswick, N. J., to any of its offices located in New York, Chicago, and Portland, Oregon, or to Smith & Serrell, general sales agents, Globe Indemnity Bldg., Newark, N. J.

Plaskon in New Colors

Four new colors have been added to the standard line of Plaskon which is produced by Toledo Synthetic Products, Inc., 2112 Sylvan Ave., Toledo, O. These colors are:

Green	1017	Orchid	1417
Yellow	982	Blue	1174

With the new colors, the standard line now consists of the following:

Cardinal Red	620	Pink	427
Tomato Red	219	Lettuce Green	467
Chinese Orange ...	354	Green	1017
Primrose Yellow ..	423	Orchid	425
Yellow	982	Orchid	1417
Antique Ivory	447	Robin's Egg Blue..	768
Ivory	964	Pale Blue	892
Snow White	245	Medium Blue	1096
Natural	950	Ultra Marine Blue.	1174
Pearl Gray	1123	Black	849
Coral	1067		

The company welcomes suggestions from users as to improvements, changes and additions and anticipates being able to offer new shades from time to time.

For Hosiery Packing

"Facts About Paper in Hosiery Packing" is the subject of a folder, which includes samples, recently issued by the Matthias Paper Corporation, 143 N. Fifth St., Philadelphia, Pa. This plan of presenting the complete story to hosiery manufacturers, as well as showing him a selection of the papers he can use for each purpose required, is an excellent one and deserves more than passing commendation. Samples of suitable papers for the following are included: paper flies and liners, paper shields, paper layers, paper forms and paper inserts. The folder represents a service that will be appreciated by all packers of hosiery, and offers suggestions to many other manufacturers.

One Display That Always "Gets In"

The testimony of R. L. Watkins proves it—the experience of leading advertisers in the drug, grocery, radio, electrical, and other fields confirms it—that the Einson-Freeman Patented Package Pyramid is the one form of store display that invariably "gets in."

Chain store or independent—it always finds a place on the counter or window because it duplicates a pile of merchandise. Send us your empty cartons and we will show you how to solve the "dummy display package" problem—for good!



THE R. L. WATKINS COMPANY

CABLE ADDRESS
"WATKINCOM"
NEW YORK

SOLE AND PROPRIETARY REPRESENTERS

1276 WEST THIRD STREET
CLEVELAND, OHIO

ADDRESS REPLY { 250 PARK AVENUE
NEW YORK, NEW YORK

July 14th, 1931.

Einson - Freeman Company, Inc.,
Starr & Borden Avenues,
Long Island City, N. Y.

Attention - Mr. J. Walker -

Gentlemen:-

When you first submitted your pyramid idea to us we quickly saw how perfectly it fit into modern store merchandising and of course we took advantage of it immediately by placing an order with you for Dr. Lyons' Tooth Powder, Multisified Coconut Oil Shampoo and Liquid Arvon. Not until we had distributed the finished pyramid to our Merchandising Department did we fully realize how important a part they really played with some of the leading Drug Stores in the country.

We have also made distribution of the pyramids with the leading chain stores in the country and there are many letters on hand expressing their utmost enthusiasm. Without exception they write us that the new idea pyramids is about the best thing they have seen for merchandising displays in both the windows and on the counter.

You may be assured that we are delighted with this sort of a response and look forward to a continued use of these pyramids.

Very sincerely yours,

THE R. L. WATKINS COMPANY.

R. L. Watkins
Sales Manager.

HAW:01

EINSON-FREEMAN CO., INC.

LITHOGRAPHERS

OFFICES AND MANUFACTURING PLANT, STARR & BORDEN AVENUES, LONG ISLAND CITY, N. Y.

NEW ENGLAND OFFICE - 302 PARK SQ. BLDG., BOSTON, MASS. WESTERN OFFICE - WRIGLEY BLDG., CHICAGO, ILL.

Specializing
in window and
store display
advertising

Inventors and Manufacturers of the Einson-Freeman Patented Double Tier Container. Licensee for Canada... Somerville Paper Boxes, Ltd., London, Ontario, Canada.

DECEMBER, 1932

69



The new "Mavis Edition for Men," by V. Vivaudou, Inc., is decidedly masculine in color—red and black with gold lettering. The enclosed packages use the same color scheme although the lettering on each is in white

The Smaller the Package The Greater the Profit

(Continued from page 52)

measure more of them. If the makers of dry or semi-dry products would use a device similar to the grain buyer's test scale, for the same purpose the liquid makers use a Baumé gauge or hydrometer, the possibility of a measuring device would be unlimited for commercially accurate weights.

With products such as lima beans, gum drops, etc., there is a relation between the dimensions of the particles and the opening through which they will run freely. Power feed will modify this, but this type feed has its limitations as to thickness of stream in relation to the dimension of pieces handled. Interlocking pieces of product, as well as soft elastic pieces, change entirely the method of handling. Many items are manufactured in a regular arrangement and in such a way that they lend themselves to proportioning ideally, but many of them are binned or accumulated and delivered to the packing machine, and then comes the trick of unscrambling the eggs, as it were, and this at best is a job. Oftentimes the manufacturer can without difficulty pack the stream of his product without any accumulation and this method, where possible, is better for the product and more economical.

The machine manufacturer's interest as represented in the unit production cost is about one-half per cent.

The effort necessary ordinarily to place machines properly is enormous and I oftentimes am led to believe that all of the money some firms ever made was through the purchase of packaging machinery.

Squibb Packages a New Size Dentifrice

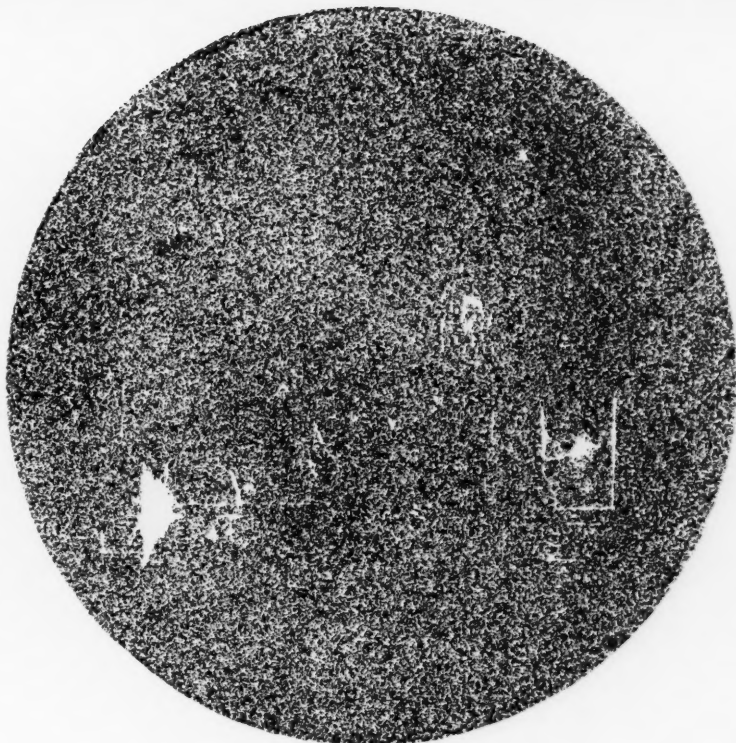
(Continued from page 38) per minute, the change from lowest to highest speed, or to any intermediate speed, being accomplished in ten seconds without stopping the machine. Three cartons are filled simultaneously, the tubes being pushed in the opened cartons as the line moves forward, thus causing less wear and damage to both tube and carton. Should the operator fail to provide each loading bucket with the required tube, the discharge of an empty carton for packing is automatically prevented by an ejector. Automatic stops, placed at principal points, also protect against defective cartons. A finger touch release spring makes the entire loading way immediately accessible for removal of defective cartons.

Filled and closed, the cartons travel to the automatic bundling machine (Package Machinery Company) where printed wrappers, sheet fed, are placed and folded around twelve cartons—stacked in two rows of six each—and the end seals affixed. Operations in this machine can be performed at the rate of 25-30 bundles per minute, but in this instance are synchronized with the line. These packages are then ready for packing in corrugated cases which are automatically sealed and carried by chutes to the shipping floor.

The features of this installation permit speed and economy in operation as well as the full advantage of the materials used in the assembly of the package, and provide the satisfaction which comes from the utilization of well designed modern packaging equipment.

The first Annual New York Food and Health Exposition is to be held at the Grand Central Palace from Apr. 3 to 8, 1933, according to Earl G. Thomas, managing director of the exposition, who states that it "will for the first time bring together the best in both medical advice on how and what to eat and the growers, manufacturers, distributors and merchants of all foodstuffs. Every exhibitor at the exposition will display only products that have been passed upon by the advisory council."

A conference to acquaint designers and manufacturers with new forms of legal protection for their designs was held Dec. 5 at the Hotel White, New York City, under the auspices of the National Alliance of Art and Industry. Among the speakers were: Judge Edward J. Henning, former Assistant-Secretary of Labor and Federal judge; Irene Blunt, assistant-secretary, Silk Association; Clarence Brown, cotton textiles; Egmont Arens of Calkins & Holden; Lawrence Langner, member, board of managers of the Theatre Guild; T. Hart Anderson and Oscar A. Geier, patent lawyers.



Greetings!

During the coming holidays, many packaged products will have greater sales appeal because of their being adorned with Cameo-designed labels bearing timely holiday greetings.

Each year we are called upon to design and produce an increasing number of these sales-stimulating labels—in a wide range of sizes, shapes and designs.

The Cameo organization appreciates the continued patronage with which it has been favored during 1932 by its many friends in the packaging industries, and extends to all its best wishes for health, happiness and success during the coming year.



CAMEO DIE CUTTING & ENGRAVING CO.
140 West 22nd St. New York, N. Y.

Pacific Coast Representative—C. M. Turton, 531 Central Bldg., Los Angeles, Cal.

C A M E O L A B E L S

The A-B-See of selling

A
B
C

Assure yourself your package is Attractive.

Be stocked in stores where natural Buyers go.

Compel them to SEE it.



WS-379 — Large Paper Products Assortment Display, 20" wide, 32" high, and 13" front to back. Collapses flat for shipping



WS-381 Small Paper Products Display, 7½" wide, 24" high, 14" front to back

-at the
Point of Sale

SIMPLE as A-B-C because it is sound: Most of the production and distribution that must precede a simple retail sale are wasted effort if the product is not seen. The shelf has brought failure to thousands of otherwise excellent sales plans. Display is the final force that will put your goods over, and Union Displays are the most economical and effective. Write for illustrated bulletin showing dozens of types already designed for all styles of containers.

UNION STEEL PRODUCTS CO.

521 Berrien Street Albion, Mich.

Attractive Displays for
Every Kind and Type of Package

UNION Collapsible Wire
DISPLAY RACKS

Going To The Dogs

The novel Christmas package designed by the Sales-makers of Chicago for Chappel Brothers, Inc., Rockford, Ill., combines two productive forms of advertising, and it has four distinct sales appeals.

The package is both a shipping carton and a counter display. When the cover is removed from the carton it forms the back of the counter display. Printed in



red, green and yellow with figures of humorous dogs, Christmas trees and dog houses it makes a most attractive holiday package. Each carton bears the inscription, "For your dog's Christmas." The appeal to remember his pet at Christmas is one that few dog lovers can resist. When cut out according to the simple directions the figures on the carton make amusing toys for the children. Each figure is provided with an easel so that it will stand up. Each carton contains six cans of Ken-L-Ration so that the purchaser must buy six cans to get the holiday package.

The Christmas dog's package will be advertised in national magazines, including the Dec. 20th issue of the *Saturday Evening Post*. And it will be mentioned in broadcasts over a national network. Window posters, show cards and other advertising material will help to carry the plea that we make our dog's Christmas a happy one this year and complete the campaign based on the package design described in this article.

Practical Beauty in Soap Packages

(Continued from page 37) name in green across the face.

Tre-Jur has developed two attractive gift packages; the one a moiré paper covered box containing a dozen transparent cellulose wrapped guest size cakes of hand soap and the other a combination of a cake of bath soap with bath salts. The soap and boxes come in the different shades with bath salts to harmonize.

The above packages show a conservative tendency tending more toward practicability than has been found in former years. There seems to be a decided dearth of the impractical novelties in fantastic shapes this year. This is probably due to the tendency to economize as well as to the persistence of a fast growing conservatism and to shy away from the gaudy.

Give Your Product every Packaging Advantage!

HYCOLOID UNBREAKABLE CONTAINERS ARE MORE COLORFUL: ANY COLOR IS OBTAINABLE IN THESE LIGHTWEIGHT, BEAUTIFUL PACKAGING STYLES.

IN FACTORY HANDLING
PACKING ECONOMY
SHIPPING COSTS
DISPLAY APPEAL
CONSUMER USE



In Hycoloid containers, packaging essentials are not confined to beauty alone. Hycoloids offer transparent or lustrous opaque walls,—all of them unbreakable,—all of them light enough for real savings in shipping costs. They stand out among containers for they embrace every desired feature. Send for, compare, and test

HYCOLOID

VIALS—JARS—BOTTLES—TUBES

● HYGIENIC TUBE & CONTAINER CO. ●

46 AVENUE "L," NEWARK, NEW JERSEY

Beauty Strength Economy

Modern packaging demands all of these features, and in Cleveland Tubes and Containers you get just this combination. You will find a size and type for practically every packaging need in the Cleveland line, and you will also find that they are priced to appeal to your pocketbook. Write for complete details, samples and prices now!

The cotton picker above shows another use for Cleveland Containers

THE CLEVELAND CONTAINER CO.

10421 BEREA ROAD, CLEVELAND, OHIO

Detroit Pittsburgh Hoboken Philadelphia Rochester Chicago

ON YOUR CELLOPHANE COMBINING OPERATION

*get rid of the
Ridges!*

In combining Cellophane with paper, board cloth or other material, the ability to apply adhesive in a smooth sheet is one of the big advantages of the new

CELLOPHANE Combining Machine

FOR COLD ADHESIVES—HOT MELTS
OR LACQUER ADHESIVES

A distinct achievement in machine design—this new Waldron Combining Machine that applies any kind of adhesive without the unsightly lines that result from improper methods of combining Cellophane with other materials. For complete details or specific information—write

John Waldron Corporation

MAIN OFFICE AND WORKS - NEW BRUNSWICK, N. J.
CHICAGO NEW YORK PORTLAND, ORE.



Clipless !

Clips for sealing tubes are no longer a necessity. The new Colton Closure, which consists of crimping the end of the tube in the attractive manner shown above, does away with the need of clips and all the attendant expense such as the purchase of clips, time required in replenishing clip rolls, and the maintenance expense on the automatic clipping heads. Many nationally known concerns have adopted the Colton Closure because of its economy, dependability and pleasing decorative finish.

Write for description folder and full particulars.

ARTHUR COLTON CO.

2600 E. Jefferson Ave.

Detroit . . . Mich.



No. 17. Automatic Tube Filling, Closing and Crimping Machine

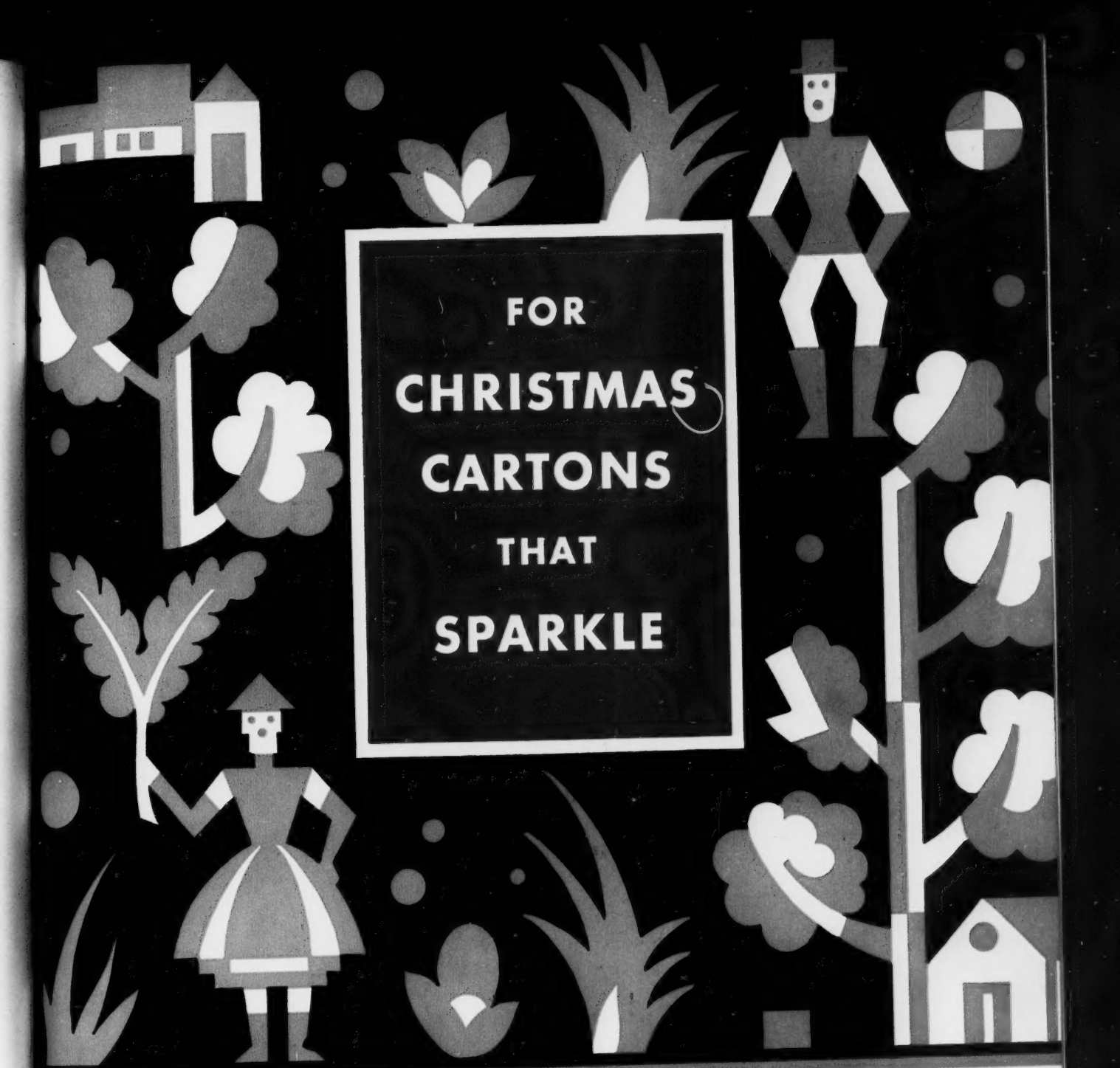
Package Identification and Protection

(Continued from page 39) exception of some of the desserts, date back to the 1860's, Mr. Monagle remarked: "It is not planned to change their appearance as that would not preserve their individual identity of such long standing."

A virgin market for distinctive, recognizable glass containers is opening in a quarter where the utmost conservatism has reigned. Operating one of the oldest and most prosperous branches of specialized agriculture in the United States, the cranberry growers of Massachusetts, New Jersey and Wisconsin were, for years, content to send their product to market in barrels and in wooden boxes with 25 lbs. as the minimum unit. A few years ago, taking a leaf from the experience of the prune and raisin packers, the cranberry marketers gingerly began experiments with the distribution of small quantities of cranberries in pasteboard cartons. Now, behold, another surrender to consumer packaging. Keen to find alternative uses for surplus production and to develop by-products which will make a market for culls or sub-grade output, the cranberry growers took up the preparation of jellies, preserves, etc. Lately, going one step farther they are evolving cranberry cocktails and cranberry cordials that should rightfully "sell on the natural color." In the case of the new drinks, even as in the case of the jellies, etc., there is a call for glass containers worthy of the vivid complexion of the contents. Preferably, containers that are dignified enough and attractive enough to take their places on the dinner table or on the side-board.

What Quota, Package Costs?

A question asked repeatedly, of late, at informal clinics of marketing experts, concerns the cost-consciousness of the package-purchasing public. Particularly wanted is answer to the conundrum whether the depression and its enforced revaluations has made the public suspicious of purchases where the cost of the package may supposedly be disproportionate to the cost of the package-contents. MODERN PACKAGING has passed this question along to S. N. Williams, vice-president of Automatic Packaging Corporation because the executive at Devon, Penna., has been giving considerable thought to the whole tendency to small units in packaging. Mr. Williams is known to hold the theory that there is a relationship between the small package original contents. So it will never do to intrude too conspicuous, permanent markings by way of tabbing the container. Alike to the National Biscuit Company and other leaders, Loose-Wiles Company has relied upon an inscription on the bottom of the tin where it serves as a reminder for recorders without continually striking the beholder in the face. But the fact that this submerged marking does not show when the product is on display left something to be desired by way of identification to promote impulse buying. D. B. Reed, Jr., of the Loose-Wiles

A black and white illustration of a Christmas scene. In the center is a white rectangular box with a black border containing the text "FOR CHRISTMAS CARTONS THAT SPARKLE". The background is black and filled with white and grey stylized elements: a house in the top left, a man in a top hat in the top right, a woman in a dress in the bottom left, and another house in the bottom right. There are also stylized trees, bushes, and a checkered circle in the top right.

FOR
CHRISTMAS
CARTONS
THAT
SPARKLE

Ridgelo
CLAY COATED

A SUGGESTION
to MAKERS *and* USERS
of
Christmas Cartons



Ridgelo
CLAY COATED

Folding Boxboard



LOWE PAPER COMPANY
RIDGEFIELD, N. J.

THIS INSERT IS
RIDGELO CLAY COATED BOXBOARD
COATED WHITE TWO SIDES

organization, tells me that his firm feels that it has met the difficulty by fastening around the tin a printed wrapper strip carrying the name "Sunshine Fruit Cake," etc. This sash which brings the trade mark to the fore does not interfere with packing the decorative container in an outside cardboard container. On the other hand it can be easily removed by the consumer when the metal box with its non-commercial design is ready for service in the home.

Lower Prices, Maybe, for Package Patents

Quite the most cheering news for the packaging community that has gone forth from Washington in some moons is contained in the recommendation of the U. S. Commissioner of Patents for a reduction in the fees for patents, including patents on designs. To be sure, the head of the Patent Office has suggested a cut in the price of Federal protection primarily to get out of the red. The grim fact is that there has lately been so serious a slump in the applications for patents that the Patent Office, which has long been a self-sustaining, and even a profit-returning agency of the Government, is now in the plight where it was responsible, last year, for a deficit of three-quarters of a million dollars. All of which cause does not alter the fact that cheaper design protection would be a boon for package makers and package users.

All up the years from the time that American business began to awaken to the need for better legal protection for original package and the depression pocket-book, albeit he feels that the tendency to small packaging is attributable mainly to two demands, viz, the demand for constant freshness in certain classes of packaged foods and the demand for compact parceling dictated by smaller homes and particularly smaller kitchens.

When it comes to the striking of a balance between the cost of the goods and the cost of the container Mr. Williams feels that "this is more a question of materials than it is type of package." To illustrate, he said: "For instance, a company may pay anywhere from 3 cents to 20 cents for a can, from 1 cent to 50 cents for a set-up box, from ½ cent to 5 cents for a carton, or from ¼ cent or less up to 2 cents for a bag. Over against this thought is the fact that some materials cannot or should not be packed, say, in bags. Others should not be packed in glass or other transparent materials. Others cannot be packed directly next to paper by reason of taste or odor influence, etc." In the belief of Mr. Williams the economic problems of packaging may be solved only by research, experiment and invention on explicit propositions. For example, the cooperative effort in behalf of the automatic and semi-automatic packaging of coffee in bags, which was accounted an entirely unexplored field when the Automatic Packaging Corporation undertook, in conjunction with the Benjamin C. Betner Company, the thorough investigation leading to the designing and building of the proper type of equipment. Finally, Mr. Williams feels that the pub-

FOR LOW COST IN SETTING UP SHIPPING CONTAINERS



The IDEAL Bottom Stitcher works with such surprising ease and speed that an average operator can easily stitch 200 to 300 containers per hour.

No other method of setting up containers can match the IDEAL in speed or dependability. No other machine made will give you longer or better service.

A bottom stitched container will carry better in transit, withstand the bumps and jars of shipping. The IDEAL gives overstrength at the bottom, where it is most needed.

Mail the coupon TODAY. Let us tell you how you can reduce the cost of setting up your shipping containers.

IDEAL STITCHER & MFG. COMPANY
100 Fourth St. Racine, Wis.

MAIL THIS COUPON

Ideal Stitcher & Mfg. Co.,
Dept. MP-3, Racine, Wis.
Tell us all about the IDEAL STITCHER.

Number of boxes glued stitched monthly.....
Maximum size box used.....
Minimum size box used.....
Name
Address
City State.....

lic will, by and large, never be a stickler over package costs when the cause of consumer convenience is served.

Belting the Package for Ready Recognition

Loose-Wiles Biscuit Company has made a concession this season in behalf of the better identification of its "holiday packages" and "gift packages." Part of the lure of the lithographed containers for the Sunshine specialties lies in the elastic possibilities for reuse or after-use as household receptacles following consumption of the designs there has been a mounting chorus of complaints and protests against the high cost of the best protection that the market has afforded. That is why there has been lively agitation in packaging quarters for the new institution of Design Copyright or Design Registration, which Congress has been asked to establish. Package protectionists fully realize that Design Copyright, if and when it comes, could not give them the complete shelter from imitation and infringement that is expected of Design Patent. But the cost of patent protection has been so prohibitive and the processes of patenting so tedious that not a few package people have been willing to accept the theory that a half loaf of protection is better than none.

If Design Patent prices are slashed, as the Commissioner now urges, the favorite instrumentality of package protection would be cleared of its last major handicap. Because it has already shaken off, these few

months past, the twin liability of slow delivery. There was a time, not so many years back, when package creators who screwed up courage to pay \$50 or more for a design patent were maddened by the necessity of waiting any length of time up to eight months or a year for the coveted parchment. All of which red tape and deliberation was just too bad when the packager was straining at the leash to get on the market with a novelty that might be seasonal or short-lived, at most.

Happily that slack in the processes of design examination and certification has now been pretty well taken up. The Commissioner promised that it would be when business men last winter appealed to Congress for quick and cheap protection for designs. That the Patent Office administrator has been as good as his word is attested by the fact that the Design Division of the Patent Office, alike to the Trade Mark Division, is now virtually up to date. All new work is receiving official action in less than one month and all amended work in less than 15 days. That too, on a well-sustained turnover. For, with all the slowing of the business gait, there were filed in the fiscal year 1932, an aggregate of 3,854 applications for design patents. And the design patents granted within the year footed up 2,728 which beat the records in 1928 and 1930 and was within 500 of the total for 1929.

Even with a substantial cut in the official fee for a design patent there would remain the attorney's retainer (a lawyer's services are virtually necessary). Thus the



RE-DESIGN
**INCREASED
THIS PRODUCT'S
SALES**

Plastic Molding solved the problem of greater sales for this product. It brought dignity and distinctiveness of design; it supplied beauty and richness in an almost endless variety of color; gave instant eye appeal and therefore greatly increased Sales Appeal.

Our design department can visualize new beauty in YOUR product. Our engineering department can perfect details of construction. Our production facilities can meet the requirements for the increased sales of YOUR product which is bound to follow. Write us for suggestions.

CHICAGO MOLDED PRODUCTS CORP.
2142 Walnut Street Chicago, Ill.

WHAT

is Your Gluing Problem?

If you are experiencing any difficulty in the sealing of moistureproof transparent cellulose, or materials or packages of any kind, do not hesitate to put your problem up to us. We are always glad to give the benefit of our wide, practical experience in the use of adhesives, and to help in any way we can, without the slightest obligation.

UNION
PASTE COMPANY
Medford, Mass.



outlay might appear stiff compared with the nominal fee of \$3 which has been proposed for a short-term Design Copyright, obtainable on direct application. But it is to be remembered that the Copyright scheme contemplates a fee of \$20 if the period of protection be stretched to 20 years. Anyway it is, by and large, a healthy sign for the future of packing design protection that the powers at the Patent Office are moving to modernize the legal bulwark that was specially devised to safeguard invented forms, shapes, patterns, models and surface ornamentations and which has been, over a long span of years, entrenched in a series of court decisions and official rulings which indicate fairly definitely what security a packager may enjoy in a unique design.

Florsheim "Glorifies" the Shoe Box

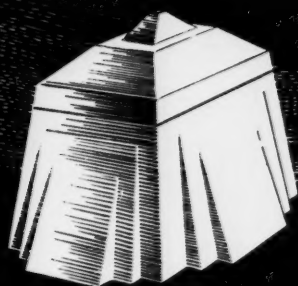
(Continued from page 40) been entirely redesigned, of course, but the problem was more one of harmony than actual package design. Therefore a design was made for the store that made the shelves full of shoe boxes a definite part of the decorative scheme, and it was found necessary only to change the color of the boxes themselves.

Whereas the boxes in other stores had been white, with a small Florsheim label printed in black, the containers for the new store for women were made a delicate pink coral in hue with the small label printed in silver gray. The resulting box is conservative, yet feminine in itself and fits into the store decorations admirably.

The store is done chiefly in coral pink to match the boxes and silver gray which, of course, is repeated in the labels. The cases and wall panelling are of wood, beautifully finished in gray, with natural grain showing, while the metal fixtures are all of dull chrome. Richness and contrast are afforded by the deep maroon of the darker portions of the carpeting and the drapes as well as by the green fabric upholstery of the chairs. Indirect lighting is used to excellent advantage and daylight is admitted at one side of the room through the attractive skylight or window to be seen on the left wall in the accompanying illustration of the store interior.

Interesting little displays may be seen in the arched set-backs along the walls and above the boxes. The arched facings are a continuation of the wood work, while the wall behind is painted coral pink. The displays are, of course, indirectly lighted. The ceiling is a rich cream that approaches a buff in color.

So far, the invasion of the feminine world by Florsheim is still considered in the experimental stage, and experienced and watchful eyes are kept turned upon it. However, we venture to predict its success and continuance. In spite of the fact that these are supposed to be perilous times and Florsheim is selling shoes of the better kind, our photographer had to wait quite some time after the store's closing hour before the customers had all departed. Furthermore, the store manager was observed to wear a decidedly pleased smile as he glanced over the day's record of sales.



Distinctive

EVERY AUBURN Molded container possesses this important quality in its design, coloring, and utility...where distinctiveness means SALES.

¶ This distinctiveness cannot be secured from "stock patterns"... therefore AUBURN Molded containers are "custom molded" to the particular needs of the commodities.

¶ Why not let our engineers design a distinctive molded container for that product you are trying to "push", and then note the immediate response of the trade.

¶ Write us today...stating your problems.

Auburn Button Works, Inc.
Auburn, N. Y.

*Manufacturers of Celluloid Sheets and Rods.
Molders of Bakelite, Durez, Celluloid, Beetle, Etc.*

Auburn
"CUSTOM MOLDED"
CONTAINERS

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

ROLL CALL!

Yearly we go over our list of customers and find that more and more manufacturers are turning to



TESTED

ADHESIVES

The reason is obvious . . . for by using Mikah Adhesives, they are sure of getting the same necessary results and production economies year in and year out.

Eliminate some of your production worries . . . be present at our next roll call.

NATIONAL ADHESIVES CORPORATION

Home Office—820 Greenwich St., New York

1940 Carroll Ave., Chicago; 883 Bryant St.,
San Francisco

15 Elkins St., Boston; 1305 Germantown
Ave., Philadelphia

WORLD'S LARGEST PRODUCER
OF ADHESIVES

Sales Offices in all principal cities



Baby-San enjoys an enviable reputation as a superior baby soap. It is the product of Huntington Laboratories, Inc., Huntington, Ind., who supply it to a great many of the leading hospitals. The Snuggle Rug Company, Goshen, Ind., are the sole distributors of the individual package form, which is sold to mothers through the baby sections of department stores and similar retail outlets. The display carton and individual bottle have recently been redesigned and Kork-N-Seal has been adopted for the closure, as shown in this illustration

Opportunities for Package Redesign

(Continued from page 33) several which use so much printing on their transparent wrappers that they nearly conceal the product and destroy its appetite appeal. To avoid this confusion, we will reduce the copy on our wrapper to an absolute minimum. We will permit as much of our bar to show as is possible by printing in a definite and limited space, or preferably inserting a label under the wrap, or by using a colorful identifying seal at one or both ends.

If we are to use a printed wrapper, an inspection of our competition reveals several opportunities. Nearly half of the average candy bar counter is a dull chocolate color. Therefore, even though our product may be a chocolate bar, we will avoid joining the ranks of this color and use it rather as a background for our package.

White has been largely neglected, and the light buffs have by no means been exploited to the full. Our greatest advantage, however, lies in the use of simple poster spacings and contrasts. The universally attractive bull's-eye offers itself immediately: a red circle on a white square, for example. Other simple geometrical forms of great attention value are not difficult to discover—

diagonal lines, the powerful swirl used on several soap flake and cereal packages, polka dots, etc. The two color package can be adapted to almost any shape so that it will form a checkerboard when the package are stacked side by side on the counter.

There is a clear opportunity for a juvenile appeal, not because all candy bars are bought by children, but because the packaging of the majority lacks imagination and liveliness. As a nation we are attracted to the *cute*. Mickey Mouse, Skippy, Krazy Kat, the ubiquitous Scotty and all of their tribe, seem to have been ignored in the packaging of this merchandise. The technic of the gingerbread man which has survived in the cooky business could be used to create a distinctive and easily remembered product and package. The red and white spiral of the traditional peppermint stick candy might well do for one of these confections what the barberpole design has done for Barbasol shaving cream.

Recent experiments at school lunch counters have shown a great difference in the sales value of colors as applied to a number of foods. A green wrapper, for instance, increased the sales of one sandwich 100 per cent, while a colored saucer overtaxed production on a dessert which had gone begging on a white plate. Similar experiments with counter sales should produce data of great value to the manufacturer of candy bars.

Undoubtedly the flat chocolate bar owes much of its success to its apparent *size*. There is a clear opportunity for a number of these bars now in the market to utilize the design of their wrappers to give an impression of maximum size. This strategy has been adopted on many packages in the last few years with excellent results in sales tests. It is particularly logical for food products in five or ten cent units.

Despite this fact, a common practice in candy bar design is to group all lettering in the centre of the package, which pulls the eye to one small area. The most useful means of making evident the size and bulk of a three-dimensional object, consists in the use of bands or lines at the extremities. Usually these bands serve not only to emphasize the total extent of one surface, but carry the eye into three dimensions, and create a definite sense of bulk. The unconscious effect on the consumer is one of getting his money's worth.

In conclusion, the redesign of the candy bar and its cousins, is an opportunity to be worked *out on the counter* itself. The small size of these packages and their inevitable juxtaposition, impose strict limits on the design of any one of them. So small an object may succeed in doing one thing well; to attempt to do three or four things invites overcrowding and confusion. Therefore, neatness and clarity are at a premium, copy should be cut to the bone, colors should be bright and clean. Extremely simple space arrangements will prove the basis of powerful little posters, careful treatment of the borders can give a maximum impression of size, and in applying any of these indications a considerable liveliness can be given to the merchandise most frequently offered to the American public.



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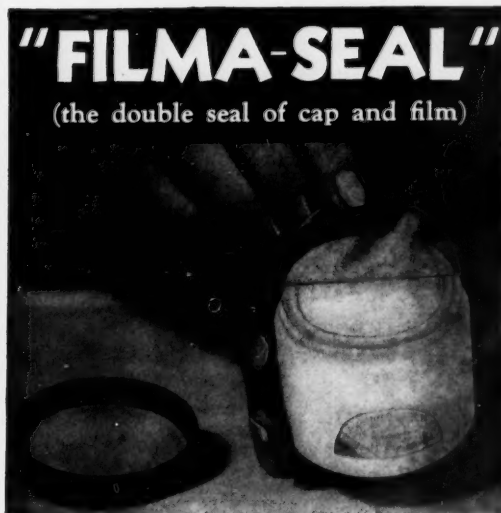


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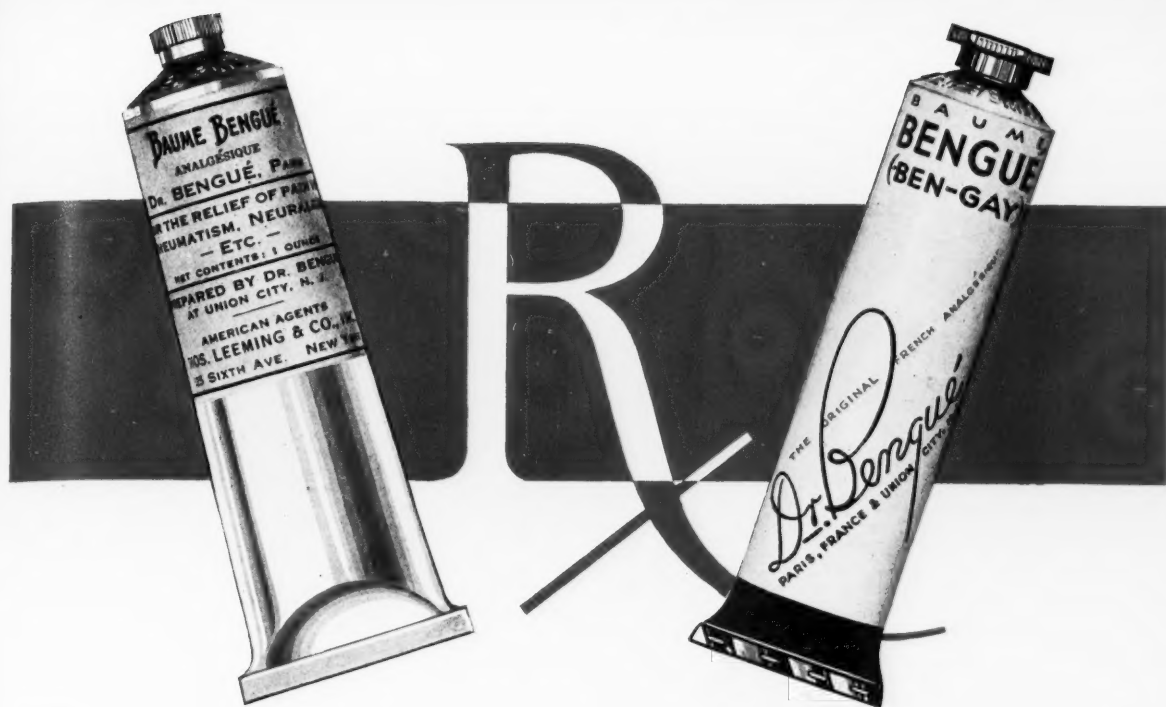
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